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BY NOTED  AUTHORS
Three Remarkable Summer Publications

By GEORGE MEREDITH

CELT AND SAXON \$1.50

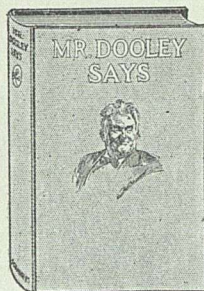
This hitherto unpublished novel by the great writer of fiction turns on divergencies in character between the Irishman and the Anglo-Saxon, and though not quite finished, but standing complete as far as it goes, it is worthy to rank with the author's greatest work.

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THE TEST OF A STORY

upon the minds of persons clearly outside of the profession of publishing is the only REAL test. The publisher and his professional "readers" are so constantly at work on manuscripts that they become surfeited with critical analysis. Like the boy in a candy shop, their "sweet tooth" decays and their zest declines.

The test we like the best is the one we have given HILDA OF THE HIPPODROME. Here was a manuscript by Dorothy Charlotte Paine that made us sit up and look around as one would do when caught dozing in church. If our judgment was right HILDA OF THE HIPPODROME possesses that rare quality which appeals alike to old or young of either sex—particularly girls. That's the kind of manuscripts all publishers are looking for.

Well—one after another, the "readers" took it away and came back enthusiastic. "All right, we'll see," was our answer, and we set the story in type for "galley proof." Then we passed it along to people we know, men of family—in some families where there were children of various ages, and others where the members were adults. In all some twenty children have either read the story or had it read to them, and about the same number of grown-ups have also read it.

In this way we got our CESS for HILDA OF THE HIPPODROME. From the little boy of eight found him crying softly of the story which she had dear old lady of eighty reminds her of something may be a revival of "good ours.



verdict and it spells SUCCESS for HILDA OF THE HIPPODROME. years old whose mother over the probable outcome partly read to him, to the years who tells us "Hilda" she can't define, but believes reading"—the verdict is

One man handed in the proof sheets with the remark that his wife wanted fifteen copies of the book to send to friends. "Did you read it?" he was asked. "No, she read it to me and it affected HER so that we laughed and cried together."

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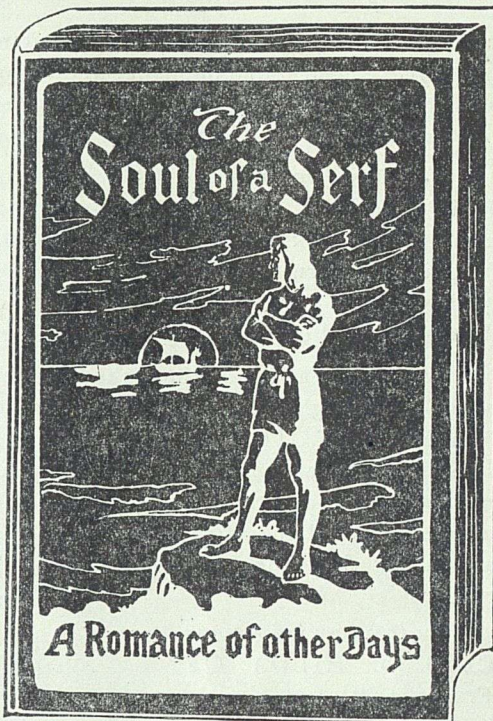
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Single copies 10 cents; postpaid, 12 cents. Educational Number, in leatherette, 50 cents; Christmas Bookshelf, 25 cents. Extra copies of the numbers containing the three and six months' Cumulative Lists, 25 cents each to subscribers only. The Annual Summary Number is not sold separately.

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Under "Books for Sale," or for other small undisplayed advertisements, the charge is 10 cents a nonpareil line. No reduction for repeated matter. Count seven words to the line. See under "Books Wanted" for special rates to subscribers.

Advertising copy should reach us Tuesday noon—earlier, if proof is desired out-of-town. Forms close Thursday noon.

PUBLICATION OFFICE, 298 BROADWAY, P. O. BOX, 943, N. Y.
R. R. BOWKER, Editor and Publisher.

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NOTES IN SEASON.

CHARLES SCRIBNER'S SONS will publish immediately "Celt and Saxon," by George Meredith, a novel which turns on divergencies in character between the Irishman and the Anglo-Saxon, and which, though not quite finished, is deemed by critics to be worthy to rank with the author's greatest work. In August this firm will issue a new Dooley book, "Mr. Dooley Says," that readers will find quite as illuminatingly entertaining as

any of the previous books about the Chicago Irishman. "Once Upon a Time," the first book of short stories for nine years from the pen of Richard Harding Davis, is also to be ready in August.

THE announcements for July from Frederick A. Stokes Company include books on widely separated subjects. As usual with this firm, the fine arts receive much attention. R. L. Hobson contributes a volume on ceramic lore, "Porcelain," while to the *Painters' Series* two new volumes are added, Greuze and Von Ostade being the artists represented; "Masterpieces of Sculpture," in two volumes, gives reproductions of the famous statues and other sculpture of the world from the earliest times to the present. "Selections from Six Comedies and Six Tragedies" of Shakespeare, illustrated in color, makes a beautiful gift book, as does H. Shaylor's "Golden Threads of Life." Their list of juveniles is augmented by two new books in *The Ainslie Booklets*, "Votes for Catherine Susan and Me" and "Catherine Susan in Hot Water;" Helen Bannerman's "The Story of Little Black Bobtail" and G. E. Troutbeck's "The Children's Story of Westminster Abbey," illustrated with photo-gravures and half-tones.

WE learn that Harper & Bros., who have hitherto shown but slight leanings toward net fiction, intend to come out this fall with no less than three volumes net. One is a volume of short stories, "Cumner's Son," by Sir Gilbert Parker; one a novel, "Opal," by Bessie Hoover, who will be remembered by many readers as the author of those delightful stories about "Pa Flickinger's Folks." The third is a novel which they consider very important, "The Fruit of Desire," by "Virginia Demarest." The latter is admittedly a pseudonym. The author is well known and has won wide success in a particular field. Because this novel is of a totally different kind, the author has taken an assumed name that the book may be received wholly on its merits. The story will certainly command attention. Both the hero and heroine are normal, likable people; but they are forced by circumstances to take an unusual view (pure and clean) of love and marriage. The hero, who, though innocent, has submitted to imprisonment to save his brother, drifts to a village where he becomes a railroad book-keeper. Here he meets the heroine—a girl who is as unfortunate in her way as the man is in his. Drawn together by mutual sympathy, the man and the girl form a warm friendship. A railroad superintendent discovers the man's identity and dismisses him. At the same time the girl decides that her home life can no longer be endured. Together they leave the village for New York. On the train they are taken for man and wife in order to escape the girl's pursuers. Without the reality of marriage, they are united by a closer, stronger, bond than are most married people. It is from this strange situation that the wholesome and unusual story develops.

Weekly Record of New Publications

The entry is transcribed from title page when the book is sent by publisher for record. All books sent, unless of slight importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. The abbreviations are usually self-explanatory. c. after the date indicates that the book is copyrighted; if the copyright date differs from the imprint date, the year of copyright is added.

A colon after initial designates the most usual given name, as: A: Augustus; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; J: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.
Sizes are designated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tt. (32mo: 12½ cm.); Fe. (48mo: 10 cm.). Sq., obl., nar., designate square, oblong, narrow. For books not received sizes are given in Roman numerals, 4°, 8°, etc.

Absente reo; by the author of "Pro Christo et ecclesia." N. Y., Macmillan, [1910.] 18+364 p. 12°, cl., \$1.60 net.

A series of critical letters written by a friend to a clergyman offering. In the absence of the accused, as the title implies, many thoughtful and suggestive reflections on the parish work of a clergyman from a layman's point of view.

Addison, Julia de Wolf. The Boston Museum of Fine Arts; giving a descriptive and critical account of its treasures, which represent the arts and crafts from remote antiquity to the present time. Bost., L. C. Page, [1910.] 454 p. pls. pors. plans, 12°, boxed, \$3.

Ainsworth, Percy C. The heart of happiness. N. Y. and Chic., Revell, 1910. c. 160 p. 12°, cl., \$1 net.

American Antiquarian Society. Manuscript records of the French and Indian War in the library of the Society; prepared from the originals under direction of the library committee, by C: H: Lincoln. Worcester, Mass., Amer. Antiquarian Society, 1909, [1910.] 3+267 p. facsimis, 4°, (Transactions and collections.) \$2.50.

Contents: The Sir William Johnson manuscripts; The Col. John Bradstreet manuscripts; Additional manuscripts of the French and Indian War; The Lieut. William Henshaw orderly book.

Aristophanes; tr. by B: Bickley Rogers. pt. 1, The knights; pt. 2, The Acharnians. 2 pts. in 1 v. N. Y., Macmillan, [1910.] 50+247; 60+237 p. 8°, cl., \$5 net.

Armstrong, Maurice McNeill. In the shadow of San Juan. Los Angeles, Cal., Pueblo Pub. Co., 1910. c. 207 p. pls. 8°, \$1.

Askew, Mrs. Alice J. de C. Leake and Claude Arth. Cary. The rod of justice. N. Y., Brentano's, 1910. 350 p. D. cl., \$1.50.

The authors of "The Shulamite" again lay the scene of their story in South Africa. Ivory Crighton, a beautiful English girl, leaves her home to find forgetfulness in a new land. She is in love with a man whom she believes she can never marry. A Boer farmer falls in love with Ivory, and in spite of the fierce opposition of his cousin Keziah, who loves him, he marries the English girl. Then the English lover, free at last, comes to South Africa to find his lady-of-dreams. The events which crowd the pages after his arrival are full of tragedy and dramatic action, but happiness and love triumph for Ivory, while desolation is the Boer's portion.

Ayres, Stephen Cooper. Sketch of the life and services of Vice Admiral Stephen C. Rowan, U. S. Navy; read before the Ohio Commandery of the Loyal Legion, April 6, 1910. [Cin., W. R. Thrall, 1910.] 17 p. il. por. 8°, gratis.

Babson, Roger Ward. Business barometers used in the accumulation of money; a text book on fundamental statistics for merchants, bankers and investors. [2d ed.]

Wellesley Hills, Mass., Roger Ward, [1910.] c. 386 p. charts, (partly fold.,) tabs., 12°, \$2.

Baldwin, T: W., comp. Vital records of Wrentham, Massachusetts, to the year 1850. In 2 v. Bost., F. H. Gilson Co., 1910. 8°, \$5.50.

Barrett, S: Alfr. The material culture of the Klamath Lake and Modoc Indians of northwestern California and southern Oregon. Berkeley, Cal., Univ. of Cal. Press, [1910.] 239-292 p. Q. (Univ. of Cal. pubs., Archaeology and ethnology.) pap., 75 c.

Bascom, Elva Lucile. Selected books on nature study for schools and libraries. Albany, N. Y., [N. Y. State Education Dept.,] 1910. 5+42 p. 8°, (N. Y. State Educ. Dept. bull.) gratis.

Behnke, Kate Emil, and Henslowe, E. Colin. The Broadlands cookery book; a comprehensive guide to the principles and practice of food reform. N. Y., Macmillan, [1910.] 8+240 p. 12°, cl., \$1 net.

Bergling, J: Mauritz. Art monograms and lettering; for the use of engravers, artists, designers and art workmen. In 3 v. v. 1, Lettering; v. 2, Monograms and other designs; v. 3, Colored monograms, arts and craft, etc. Chic., J: M. Bergling, 3739 Herndon St., [1910.] c. pls. (partly col.) f°, in portfolio, ea., \$1.50; v. 1, 2, in cl. bound portfolio, \$3; 3 vs. in same cover, \$4.25.

Berington, Jos., and Kirk, J:, comps. The faith of Catholics, confirmed by Scripture and attested by the fathers of the first five centuries of the church; rev. and recast by Rev. Ja. Waterworth; with preface, corrections and additions by Rt. Rev. Mgr. T. J. Capel. 4th rev. and enl. ed. 3 v. N. Y., Fr. Pustet & Co., [1910.] c. fronts, 8°, \$6 net.

Bevan, T: Stories from British history. Bost., Little, Brown, 1910. 12°, cl., 50 c. net.

Bible. New Testament. The epistle of St. James; the Greek text, with introd., notes and comments, by Jos. Bickesteth Mayor. 3d ed. N. Y., Macmillan, 1910. 16+264 p. 8°, cl., \$4.50 net.

Biederwolf, W: E: The white life. N. Y. and Chic., Revell, 1910. c. 37 p. pap., 10c. net.

Bolton, C: Knowles. Scotch Irish pioneers in Ulster and America; with maps and il. drawn by Ethel Stanwood Bolton. Cambridge, Mass., Bacon & Brown, 47 Langdon St., 1910. c. 13+398 p. pls. 8°, \$2 net.

- Bourne, G: The ascending effort. N. Y., Dutton, 1910. 6+228 p. 12°, cl., \$1.50 net.
- Brace, G: Marshall. Wood finishing and cabinet work at Stout Institute. Menomone, Wis., [G: M. Brace, 505 Wilson Ave.,] 1910. c. 3+35 p. 8°, 50 c.
- Brown, Marg. Wright, *comp.* Mending and repair of books. Chic., Amer. Library Assoc. Pub. Board, 1910. 22 p. 12°, (Amer. Library Assoc., Publishing Board, library handbook.) 15 c.
- Browning, Rob. Lyric love. Portland, Me., T: B. Mosher, 1910. 96 p. 16°, (Vest pocket ser.) cl., 50 c.; leath., 75 c.; Japan vellum, \$1; pap., 25 c.
- Brumbaugh, H: Boyer. Onesimus, the runaway slave. Elgin, Ill., Brethren Publishing House, 1909, [1910.] 159 p. 12°, 75 c.
- Buchanan, Roberdeau. Occasional verses; written during leisure hours. Wash., D. C., [Roberdeau Buchanan, 2015 Q St., N. W.,] 1910. c. 98 p. 12°, \$1.
- Burk, Addison B., and Schoff, Wilfred Harvey, *comps.* Project of the Atlantic Deeper Waterways Association; a summary of papers on the subject with statistics of coastwise commerce. Phil., [Addison B. Burk, 815 Crozer Bldg.,] 1909, [1910.] 32 p. il. pors. maps, 8°, gratis.
- Burton, T: W: What experience has taught me; an autobiography. [Springfield, O., T: W: Burton, 1910.] c. 126 p. pls. pors. 8°, \$1.50.
- Calderon, Ignacio. Economic conditions of Bolivia; a lecture delivered before the special class in commerce at Harvard University, March 17, 1910. Wash., D. C., W. F. Roberts Co., 1910. 23 p. fold. map, 8°. (Priv. pr.)
- Camann, H: Bauer. Indian club exercises and exhibition drills; arranged for the use of teachers and pupils in high school classes, academies, private schools, colleges, gymnasiums, normal schools. [Chic., H: B. Camann, 2341 Racine Ave.,] 1910. c. 83 p. il. 8°, 75 c.
- Christian Science tested by philosophy, medicine and revelation. N. Y. and Chic., Revell, 1910. c. 68 p. pap., 10 c. net.
- Churchward, Alb., M.D. Signs and symbols of primordial man: being an explanation of the evolution of religious doctrines from the eschatology of the ancient Egyptians. N. Y., Dutton, 1910. 24+450 p. il. 4°, cl., \$8 net.
- Clark, Galen. The Yosemite Valley; its history, characteristic features, and theories regarding its origin; il. from photographs by G: Fiske. Yosemite Valley, Cal., Nelson L. Salter, 1910. c. 19+108 p. D. cl., \$1; pap., 50 c.
Mr. Clark was the discoverer of the Mariposa Grove of big trees, author of "Indians of the Yosemite," "Big trees of California," and for many years guardian of the Yosemite Valley. He died early this year at the age of ninety-six. The book contains the correct name and a brief sketch of the Yosemite Valley; sketch of each flower, fern, tree, shrub and grass; and a description of all the falls and domes and other elevations, with their names and altitudes, their significance in Indian minds, and much else of interesting aboriginal study and belief.
- Clark, H: W: Studies in the making of character. N. Y. and Chic., Revell, 1910. 147 p. 16°, 75 c. net.
- Clough, Alb. L., *ed.* operation, care and repair of automobiles; ed. from the files of the *Horseless Age*. Rev. ed. N. Y., Horseless Age Co., 250 W. 54th St., 1910. c. 300+6 p. il. 8°, \$1.
- Clymer, Reuben Swinburne, D.D., ["Pythagoras 38," *pseud.*] The Rosicrucians, their teachings and mysteries according to the manifestoes issued at various times by the fraternity itself; also, some of their secret teachings and the mystery of the order explained. 2d ed. Allentown, Pa., Philosophical Pub. Co., [1910.] c. 212 p. il. 8°, \$3.
- Coaten, Arth. W., *ed.* British hunting; a complete history of the national sport of Great Britain and Ireland from the earliest records; with over 500 il. in photogravure, color and half-tone. Bost., Little, Brown, 1910. 4°, hf. mor., \$65 net.
- Complete (A) catalogue of Catholic literature; containing all Catholic books published in the United States, together with a selection from the catalogues of the Catholic publishers of England and Ireland. Bost., Mass., T: J. Flynn & Co., 62-64 Essex St., 1910. c. 218 p. 8°, 15 c.
- Deane, Ethel. "None so blind." Bost., Reid Pub. Co., 1910. c. 332 p. pls. 12°, \$1.50.
- Dickens, C: The Dickens-Kolle letters; ed. by Harry B. Smith; supplemental to the letters from C: Dickens to Maria Beadnell. Bost., Bibliophile Society, 1910. 5-11+90 p. facsim., pors. 8°. (Pr. for members only. 483 copies.)
- Dix, Irving Sidney. The comet, and other verses. [Shehawken, Pa., Irving S. Dix, 1910.] c. 32 p. S. pap., 15 c.
- Dove, Patrick E: The theory of human progression; abr. by Julia A. Kellogg. N. Y., I: H. Blanchard, 1910. c. 142 p. D. pap., 25 c.
Patrick Edward Dove was a Scotchman, born 1815 and dying in 1873. A man of birth and education, he devoted himself to the study of economics. This work, which first appeared anonymously in 1850, is really an elucidation of the single-tax theory which appeared a generation in advance of Henry George's "Progress and poverty." The foundation upon which the work is erected is that land is naturally common property, and failure to see this and to adjust our system of political economy to this truth is the supreme cause of poverty and its resulting misery.
- Duncan, Norman. Billy Topsail and Company. N. Y. and Chic., Revell, 1910. c. 318 p. 12°, cl., \$1.50.
- Durell, Clement V. A course of plane geometry for advanced students. pt. 2. N. Y., Macmillan, [1910.] 14+358 p. diagrs., 8°, cl., \$2.40 net.

- Eaton, Elon Howard. Birds of New York. In 2 v. v. I. Albany, N. Y., N. Y. State Education Dept., 1910. il. pls., partly col., fold. map, diagrs., 4° (N. Y. State Museum, memoir.) \$3.
Contents: pt. 1, Introductory chapters: water birds and game birds.
- Edson, And. Wheatley. A bibliography of a course on school administration, summer session, Teachers College, 1910. N. Y., Teachers College, Columbia Univ., 1910. c. 20 p. 8° (Columbia Univ., Teachers College, syllabi.) 10 c.
- Emery, Mrs. Bell Bowman. Don'ts in bridge; the latest rules and penalties simplified and condensed. Rev. ed. N. Y., W. R. Jenkins Co., [1910.] c. 36 p. col. il. T. cl., 50 c. net. (Corrected price.)
- Falkner, Roland Post. What can and do school reports show?; [the *Psychological Clinic* reprint from v. 4.] [Wash., D. C., Roland P. Falkner, Maltby Bldg., 1910.] 18 p. 8°, 20 c.
- Farabee, W. Curtis. Some customs of the Macheyengas; [reprinted from the Proceedings of the Amer. Antiquarian Society for Oct., 1909.] Worcester, Mass., Davis Press, 1909, [1910.] 7 p. 4°, 50 c.
- Farrar, Lockhart Brooks. The eternity of matter; a series of discussions affirming the eternity of matter as a primal postulate. Paxton, Ill., N. E. Stevens & Son, [1910.] c. 35+389 p. por. 8°, \$2.
- Food preservation: a statement of facts in the case, together with references to the authorities. N. Y., National Assoc. for Promotion of Public Health, 50 Church St., 1909, [1910.] 3+58 p. 12°, 50 c. Bibliography (12 p.).
- Ford, H.: 600 business law points for the business man, banker; lawyer, professional man, and farmer. [Brownwood, Tex., H: Ford,] 1910. c. 158 p. 8°, \$3.50.
- Ford, Worthington Chauncey. The campaign of 1844; [reprinted from the Proceedings of the Amer. Antiquarian Society, Oct., 1909.] Worcester, Mass., Davis Press, 1909, [1910.] 23 p. 8°, 50 c.
- Foster, Agness Greene. By the way; travel letters written during several journeys abroad; describing sojourns in England, Scotland, Ireland, France, Germany, Austria-Hungary, Italy, Greece, and European and Asiatic Turkey. [Rev. and enl. ed.] San Francisco, Elder, [1910.] c. 16+181 p. 12°, \$1.50.
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Published in 1904 under title, "Substitutes for flesh foods."
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Bibliography (2 p.).
- George, Llewellyn. The A to Z horoscope delineator; practical information, lessons, and interpretations relating to the science of astrology. Portland, Ore., Portland School of Astrology, [1910.] c. 374 p. il. 16°, \$2.
- Gillette, Halbert Powers. Handbook of cost data for contractors and engineers: a reference book giving methods of construction and actual cost of materials and labor on numerous engineering works. 2d ed. Chic., Myron C. Clark, 1910. c. 24+1854 p. il. diagrs., D. leath., \$5.
The first edition of this work appeared five years ago and contained some 600 pages. The present edition contains 1900 pages and the scope of the book is considerably widened by giving the number of units of materials required in different classes of standard or typical structures. Thus, the number of cubic yards of excavation, of gravel, of sand, of concrete, etc., per acre of typical filter beds are given, so that an engineer can make a close estimate of the cost of a filter plant. In like manner formulas are given for determining the weights of steel in viaducts and in all classes of bridges; quantities of concrete and steel in reinforced concrete bridges and culverts of varying spans and sizes are stated, etc. This feature did not exist in the first edition, which was mainly devoted to unit costs. Operating costs for steam and electric railways, filter plants, etc., also constitute a new feature of this book.
- Gordon, Hanford Lennox. Indian legends, and other poems. Salem, Mass., Salem Press Co., 1910. c. 8+405 p. pors. 8°, \$1.50.
- Green, O. Olin. Normal evangelism. N. Y. and Chic., Revell, 1910. c. 268 p. 12°, cl., \$1 net.
- Guthrie, Kenneth Sylvan. The philosophy of Plotinos; his life, times, and philosophy; [bound with this: Selections from Plotino's Enneads.] Phil., Prophet Pub. Co., [1910.] c. 3+64 p. 8°, \$1.
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- Harris, W. C., and Bean, Tarleton H. The basses, fresh-water and marine; ed. and il. by L. Rhead. [New ed.] N. Y., Stokes, [1910.] c. 25+238 p. O. cl., \$3 net.
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- Hatcher, W. Eldridge. Along the trail of the friendly years. N. Y. and Chic., Revell, 1910. c. 359 p. 8°, cl., \$1.50 net.
- Henley, W. Ernest. London voluntaries and other poems. Portland, Me., T. B. Mosher, 1910. 76 p. 12°, (Lyric garland ser.) bds., 50 c.; Japan vellum, \$1.

- Heredia, José Maria de.** Les trophées, José-Maria de Heredia, the sonnets; tr. by H: Johnson. Brunswick, Me., F. W. Chandler & Son, 1910. c. 11+156 p. 12°, \$2.
- Heston, Winifred, M.D.** A bluestocking in India; her medical wards and messages. N. Y. and Chic., Revell, 1910. c. 226 p. cl., \$1 net.
- Hobhouse, Rev. Wa.** The church and the world in idea and in history; eight lectures preached before the University of Oxford in the year 1909 on the foundation of the late Rev. John Bampton, Canon of Salisbury. N. Y., Macmillan, 1910. 26+412 p. 8°, cl., \$3.25 net.
- Holmes, J: Simcox, and Foster, J. H.** A study of forest conditions of southwestern Mississippi, January, 1908. Nashville, Tenn., Brandon Printing Co., 1909. [1910.] 56 p. fold. map, 8°, (Miss. State Geol. Survey, bull.) 25 c.
- Hughes, C: E.** A book of the Black Forest. N. Y., Dutton, 1910. 18+320 p. il. maps, 8°, cl., \$3 net.
- In the front office; plans and suggestions for writing more fire insurance, effective means for advertising the fire insurance business, schemes for making the office more productive at less cost. Indianapolis, Rough Notes Co., [1910.] c. 124+4 p. il. pls., partly col., fold tab., (in pocket,) 8°, \$2.
- Julien, Joseph François B. D.** Julienno Provencalo. New Bedford, Mass., Matthew C. Julien, 1910. (Not for sale.)
- Kaler, Ja. Otis,** ["Ja. Otis," *pseud.*] The minute boys of Boston; il. by L. J. Bridgman. Bost., Estes, [1910.] c. 348 p. pls. 12°, \$1.25.
- Kaneko, Josephine Conger.** A little sister of the poor. Girard, Kan., Progressive Woman Pub. Co., [1910.] 103 p. 25 c.
- Kelsey, Rayner Wickersham.** The United States consulate in California. Berkeley, Cal., Univ. of Cal., 1910. c. 107 p. O. (Academy of Pacific coast history pubs.) pap. (Free to Fellows of the Academy.)
The first and only United States consul who served in California was Thomas Oliver Larkin, who was appointed in 1844, four years before the conquest of California made it a part of this country. Other appointees resigned or failed to take office. In this thesis, written in fulfillment of part of the requirements for the degree of Ph.D., Mr. Kelsey tells the story of this first and only consulate. Bibliography (4 p.).
- King, Jos. L.** History of the San Francisco Stock and Exchange Board, by the chairman. San Francisco, Jos. L. King, Room 7, 339 Bush St., 1910. c. 24+373 p. pls. pors. facsim., O. ¾ cl., \$2.
The San Francisco Stock and Exchange Board was organized September 11, 1862. Mr. King is its present chairman. All the records having been destroyed in the fire of April, 1906, it is to, in part, at least, make up this loss that the author has undertaken to write his book. It is of particular interest as a history of the discoveries in the Comstock Lode and the consequent mining excitement between the years 1870 and 1880. The book contains many personal anecdotes of men prominent in San Francisco's financial life.
- King, Sidney J., comp.** King's official route guide; a touring guide to the best and most reliable routes in the Central West. Chic., Sidney J. King, 126 Market St., 1910. c. 672 p. il. maps, 8°, \$2.
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- Kirkman, Marshall Monroe.** The science of railways. Rev. and enl. ed. [v. 3.] Operating trains. Ed. 1910. Chic., Crosby Phillips Co., 1910. 7+7-651 p. il. tabs., forms, 8°, cl., \$6.
- Lampe, W. E.** The Japanese social organization. Princeton, N. J., Princeton Univ. Press, 1910. c. 10+86 p. 12°, cl., 75 c.; pap., 50 c.
- Laughlin, Clara Eliz.** Everybody's lonesome. N. Y. and Chic., Revell, 1910. c. 121 p. 12°, bds., 75 c. net.
- Lias, J. J.** The Nicene creed; a manual for the use of candidates for holy orders. N. Y., Macmillan, [1910.] 20+444 p. 12°, cl., \$1.75 net.
- Lloyd, J: W:** Life's beautiful battle; or, the human soul before pain; a study in the reconciliation. Westfield, N. J.: J: W: Lloyd, 1910. c. 8+296 p. 12°, \$1.25.
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- Lyle, S: Harley, jr.** Leaves of life: [poems.] Athens, Ga., McGregor Co., 1910. 90 p. por. 12°, \$1.25.
- McKeever, W:** Archibald. Psychologic method in teaching; with an introd. by Ja. M. Greenwood. Chic., A. Flanagan Co., [1910.] 354 p. cl., \$1.
- Mackenzie, W. M.** Pompeii; 20 plates in color and 5 in black and white by Alb. Pisa. N. Y., Macmillan, [1910.] 12+180 p. 8°, (Macmillan's color book ser.) cl., \$2.50 net.
- MacLean, Grace Edith.** "Uncle Tom's cabin" in Germany. N. Y., Univ. of Penn., (Appleton,) 1910. c. 9+11-101 p. O. (Americana Germanica.) cl., \$1.50.
Survey of the popularity and influence of Mrs. Stowe's book in Germany. Reviews are quoted, lists of translations given, as well as references to it in poetry and music and its appearance on the stage. Bibliography (5 p.).
- Manns, W. H.** The erecting and operating engineer's guide; giving proper methods of receiving, checking, unloading, distribution of parts, erection of machines, compression sides, freezing, distilling and boiler systems and piping; also testing of apparatus and general operation of an ice-making or refrigerating plant as manufactured by Frick Co., Waynesboro, Pa., which will apply to any modern apparatus of a similar character. [Waynesboro, Pa., W. H. Manns, 1910.] c. 64 p. tabs., 12°, \$1.
- Margetson, G: Reginald.** Songs of life. Bost., Sherman, French, 1910. c. 4+57 p. 12°, \$1.

- Marsland, Agnes E.** First principles of esotericism; a text-book for students of the first degree of the Oriental Esoteric Society in the United States of America and elsewhere. Wash., D. C., Oriental Esoteric Pub. Co., 1443 Q St., N. W., [1910.] c. 138 p. il. S. cl., \$1 net; leath., \$1.50 net.
Theosophical in tendency, the book claims to show how the "good man," after he has learned all that the sectarian religions of the day can teach him, can mount higher to those esoteric or inner truths, knowledge and acceptance of which finally lead to becoming one with the "Parabrahm," the one God or Sublime Whole.
- Massee, G:** Diseases of cultivated plants and trees. N. Y., Macmillan, [1910.] 12+602 p. il. 8°, cl., \$2.25 net.
- Mead, H. Ralph, comp.** A bibliography of George Berkeley, Bishop of Cloyne. Berkeley, Cal., Univ. of Cal. Press, 1910. O. (Univ. of Cal. Library, bull.) pap.
The town in which the University of California is situated is named after Bishop Berkeley. In 1728 Berkeley set sail for Rhode Island, where he lived for three years, during which time he hoped to establish a college in the new country. Disappointed in this, he furnished the model on which Kings College, now Columbia University, was founded, and made many gifts to Yale. This is the man to whom this bibliography is devoted.
- Mechanics** for young America; a book for old and young who like to make things; reprinted from *Popular Mechanics*. Chic., Popular Mechanics, [1910.] c. 5-122 p. il. 8°, 25 c.
- Melville, Helen and Lewis.** Full fathom five; a sea-anthology in prose and verse. N. Y., Macmillan, 1910. 16+268 p. 16°, cl., \$1.50 net.
- Mensch, L. J.** The reinforced concrete pocket book. Chic., Myron C. Clark, [1910.] 216 p. il. tabs., 12°, leath., \$4.
- Meredith, G:** Love in the valley. Portland, Me., T. B. Mosher, 1910. 34 p. 4°, pap., 40 c.; bds., 60 c.; Japan vellum, \$1.
- Messenger, Fk. Mortimer.** Catacombs of worldly success; or, history of Coarsellor Dell; a glimpse of the interior workings of a large industrial concern, showing its social and religious sides with relation to its business policies. Waukesha, Wis., Metropolitan Church Assoc., [1910.] c. 8+13-235 p. pls. 12°, 50 c.
- Mitchell, C:** Ainsworth. Oil, animal, vegetable, essential, and mineral. N. Y., Pitman, [1910.] 8+128 p. il. D. (Pitman's common commodities of commerce.) cl., 75 c.
Tells in untechnical language the story of the origin, methods of preparation, and uses of the class of commercial products to which the name of oil may be applied. An appendix contains tables showing the trade in oil from 1898-1908. Index.
- Montefiore, Claude Jos. Goldsmid.** The religious teaching of Jesus; some elements of the religious teaching of Jesus according to the synoptic gospels; being the Jowett Lectures for 1910. N. Y., Macmillan, 1910. 12+171 p. 12°, cl., 75 c. net.
- Murray, Ja. A: H:; [and others.] eds.** A new English dictionary on historical principles, founded mainly on the materials collected by the Philological Society. [Reissue in quarterly parts.] [July pt. of v. 8, Sauce-alone-Scouring.] N. Y., Oxford Univ. Press, (Amer. Branch,) 1910. 129-256 p. F. pap., \$1.25.
- Muschler, Reno.** A manual flora of Egypt; with a preface by Georg Schweinfurth. N. Y., Lemcke & Buechner, [1910.] 8°, cl., \$6.
- Nicholson, Anne M.** The concept standard; a historical survey of what men have conceived as constituting or determining life values; criticism and interpretation of the different theories together with general educational implications. N. Y., Teachers College, Columbia Univ., 1910. c. 138 p. 8°, (Teachers College, Contributions to education.) \$1.50.
Bibliography (2 p.).
- O'Laughlin, J: Callan.** From the jungle through Europe with Roosevelt. Bost., Chapple Pub. Co., [1910.] c. 175 p. por. pls. 12°, 25 c.
- Outcault, R: Felton.** Outcault's Buster Brown up to date. N. Y., Stokes, 1910. c. no paging Q. bds., 60 c.
- Pater, Wa. [Works.]** In 10 v. v. 1, The Renaissance: studies in art and poetry; v. 2, 3, Marcus the epicurean. N. Y., Macmillan, 1910. 240; 246; 227 p. 8°, cl., ea., \$2 net.
- Patterson, J: And.** The breaking dawn; or, how long may we live in the body?: being a survey of the doctrines of renewed youth and the perpetuation of life in physical embodiment. Orange, N. J., Chronicle Pub. Co., 1910. c. 9+121 p. por. 8°, \$1.
- Platt, Ward, ed.** Methodism and the Republic; a view of the home field, present conditions, needs and possibilities. Phil., Board of Home Missions and Church Extension of the Methodist Episcopal Church, 1026 Arch St., [1910.] 7-354 p. pls. pors. 12°, cl., 50 c.; pap., 35 c.
- Ponting, Herbert G.** In Lotus-land: Japan; 8 plates in color and 96 in monochrome from photographs by the author. N. Y., Macmillan, 1910. 16+396 p. 8°, (Macmillan's color book ser.) cl., \$6 net.
- Racowitza, Princess Helene von.** An autobiography; auth. tr. from the German by Cecil Mar. N. Y., Macmillan, [1910.] 14+422 p. por. 8°, cl., \$3.50 net.
The life story in her own words of the brilliant and fascinating Helene, the heroine of Ferdinand Lassalle's love story and tragic death. As a model of Hans Makart and other artists, as an acquaintance of Meyerbeer, Napoleon III., the Empress Eugenie, Bismarck, Abbé Liszt, these and many other well-known personages figure prominently in her reminiscences. Her twelve years' residence and career as an actress, novelist, etc., in America and her vivid descriptions of life in New York, San Francisco, Salt Lake City, St. Louis, and other places, are not the least interesting pages in the book.
- Ravenbyrne, Ervie Mary.** Good health and good manners; with suggestive questions and notes. Chic., Ainsworth & Co., 1910. c. 127 p. il. 12°, 25 c.

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- Reed, G: Matthew. The mildews of the cereals. Columbia, Mo., [G: M. Reed,] 1909, [1910.] 35 p. tabs., 8°, (Contributions from the Dept. of Botany of the Univ. of Mo.) (Not for sale.) Bibliography (2 p.).
- Ritchie, J: Woodside, and Caldwell, J. S. Primer of hygiene; il. by Karl Hassmann and Hermann Heyer. Yonkers, N. Y., World Book Co., 1910. c. 144 p. 12°, (New-world science ser.) 40 c.
- Roe, E: T: 700 lessons in business; a complete compendium of how to do business by the latest and safest methods. [9th ed.] Chic., J: A. Hertel Co., 1910. c. 480 p. il. 12°, \$1.
Earlier editions published under titles: "The standard American business guide," "Safe methods, or, how to do business," etc.
- Sanders, Helen Fitzgerald. Trails through western woods; il. from photographs by the author. Seattle, Wash., Harriman, 1910. c. 10+311 p. O. cl., \$2 net.
A collection of folk-lore tales and myths which the author has herself gathered among the Indians of the Flathead Reservation, Montana, where are all that are left of the Selish, or Flathead Indians. Besides the folk-lore interest the book has much about the beautiful, wild mountain region of Montana and the Rockies and the Indians who live there. Contents: The gentle Selish; Enchanted waters; Lake Angus McDonald; Some Indian missions of the Northwest; The people of the leaves; The passing buffalo; Lake McDonald and its trails; Above the clouds; The Little St. Mary's; The track of the avalanche; Indian summer.
- Saugrain de Vigni, Antoine François. Dr. Saugrain's note-books, 1788; stay opposite Louisville, observations upon Post Vincennes, diary of journal from Louisville to Philadelphia, by Eug. F. Bliss; [reprinted from Proceedings of the Amer. Antiquarian Society at the annual meeting, Oct., 1909.] Worcester, Mass., Davis Press, 1909, [1910.] 21 p. 4°, 50 c.
- Schenck, Carl Alwin. Forest protection; guide to lectures delivered at the Biltmore Forest School. Asheville, N. C., Inland Press, 1909, [1910.] 159 p. tabs., 8°, \$1.50.
- Schlüter, Hermann. The brewing industry and the brewery workers' movement in America; [issued also in German.] Cin., International Union of United Brewery Workmen of America, Vine and Calhoun Sts., 1910. 331 p. D. cl., \$1; leath., \$1.50.
A comprehensive survey of the brewing industry from the earliest times to the present, including the development of the industry, the brewery workmen's movement and a summary of the obstacles to the development of the brewing industry, among which prohibition is an active factor.
- Seager, H: Rogers. Social insurance: a program of social reform; the Kennedy Lectures for 1910, in the School of Philanthropy, conducted by the Charity Organization Society of the City of New York. N. Y., Macmillan, 1910. c. 5+175 p. D. (Americal social progress ser.) cl., \$1.
Author is professor of political economy, Columbia University. Prof. Seager believes that we shall devise means to exterminate poverty as we have other evils. The failure of wage-earners to provide, each for himself, against such contingencies as accidents, illness, premature death, unemployment and old age, is proof that collective remedies must be found. The social reform treated of in these lectures deals with collective remedies. To protect wage-earning families which have developed standards of living from losing them, and to help others without standards to gain them is the task now before our country.
- Selected poems from the *Harvard Monthly*, 1885-1910. Cambridge, Mass., Harvard Monthly, 1910. c. 78 p. 8°, pap., \$1.
- Sharman, J: T: Confirming the faith. [Reedsburg, Wis., J: T: Sharman, 1910.] c. 257 p. 12°, \$1.25.
- Sheldon, Wa. Lorenzo. The story of the Bible from the standpoint of modern scholarship. 2d ed. Phil., S. B., Weston, 1415 Locust St., 1909, [1910.] 187 p. 12°, \$1. Literature (1 p.).
- Sinclair, S: Bower, and Tracy, F: Introductory educational psychology; a book for teachers in training. N. Y., Macmillan, 1910. 12+180 p. 12°, cl., 90 c.
- Smith, Bridges. 100 stories in black; a collection of bright, breezy, humorous stories of the colored race as seen in the sunny South. N. Y., J. S. Ogilvie, 1910. c. 318 p. il. D. pap., 25 c.
These stories of colored people appeared originally in the Macon, Ga., *Daily Telegraph*.
- Smith, W: Christopher. On Aaron's Neck, and Amos Strong, legislator; two short stories. [Chatham, Mass., W: C. Smith,] 1910. c. 42 p. 12°, 25 c.
- Speckled (The) brook trout (*salvelinus fontinalis*); by various experts with rod and reel; ed. and il. by L: Rhead, with an introd. by C: Hallock. [New ed.] N. Y., [Stokes, 1910.] c. 15+184 p. O. cl., \$3 net.
- Speer, Rob. Elliott. Christianity and the nations; Duff Lectures for 1910. N. Y. and Chic., Revell, 1910. c. 399 p. 8°, cl., \$2 net.
- Stebbins, Fannie A. Insect galls of Springfield, Massachusetts, and vicinity; with 32 plates. Springfield, Mass., Springfield Museum of Natural History, 1909, [1910.] 139 p. il. O. (Springfield Museum of Natural History bull.) pap., \$1.50.
Author is supervisor of nature study in the public schools of Springfield, Mass. A gall is a deformation or malformation of some part of a plant due to injury inflicted. The present list includes only those caused by insects and the closely allied mites. Bibliography (2 p.).
- Stevenson, E: Luther. Early Spanish cartography of the New World; with special reference to the Wolfenbüttel-Spanish map and the work of Diego Ribero; [reprinted from the Proceedings of the Amer. Antiquarian Society for April, 1909.] Worcester, Mass., Davis Press, 1909, [1910.] 53 p. maps, 4°, 50 c.
- Stringham, Washington Irving. In memoriam, Irving Stringham; [reprint from the University of California *Chronicle*.] Berkeley, Cal., Univ. of Cal. Press, 1910. 22 p. 8°, 25 c.
Contents: Professor Stringham's services to the

University, W. T. Reid; Irving Stringham, M. W. Haskell; Memorial resolutions; Regents of the University of California; Academic council; Students of the University; Faculty Club; Harvard Club of San Francisco; Berkeley Club.

Thomas, Isaiah. The diary of Isaiah Thomas, 1805-1828; ed., with an introd. and notes, by B. T. Hill. In 2 v. Worcester, Mass., Amer. Antiquarian Society, 1909, [1910.] 414; 381 p. por. pls. map, 4°, (Transactions and collections of the Amer. Antiquarian Society.) ea., \$2.50.

Torrey, Reuben Archer. The person and work of the Holy Spirit as revealed in the Scriptures and in personal experience. N. Y. and Chic., Revell, 1910. c. 262 p. cl., \$1 net.

Towner, D. B., ed. The ideal song and hymn book. N. Y. and Chic., Revell, [1910.] 12°, church ed., 256 p., cl., 35 c. net; evangelistic ed., 160 p., cl., 30 c. net; pap., 15 c. net.

Trafford, H., ed. The Smith method of poultry keeping; how one man made \$2437.72 from a small lot, besides attending to his regular business, in 12 months; how to adapt the method to plants of any size or location. Springfield, O., Hostermann Pub. Co., [1910.] c. 64 p. il. 8°, \$1.

Trenton, N. J. Free Public Library. List of entertaining autobiographies. Trenton, N. J., Free Public Library, [1910.] 34 p. 12°, gratis.

Under the Maltese cross; Antietam to Appomattox; the loyal uprising in western Pennsylvania, 1861-1865; campaigns 155th Pennsylvania Regiment, narrated by the rank and file. Pittsburgh, Pa., 155th Regimental Assoc., 1910. c. 800 p. il. por. O. cl., \$5.

The Maltese Cross was the badge of the Fifth Corps, Army of the Potomac, with which the 155th Pennsylvania Regiment served from Antietam to Appomattox. This history of their campaigns and army life is told for the most part by members of the rank and file rather than officers of the regiment. It gives much personal detail which serves to illuminate the history of our great four years' struggle to show the devoted patriotism of the men who participated in it. The wartime pictures and photographs add much to the book's value.

Van de Water, Mrs. Virginia Terhune. From kitchen to garret. N. Y., Sturgis & Walton, 1910. c. 9+262 p. il. D. (Young farmer's practical lib.; ed. by Ernest Ingersoll.) cl., 75 c. net.

This book is by the daughter of "Marion Harland," and is dedicated to her. Beginning with the kitchen and cellar, every room in the house is taken up and its furnishing, care and use carefully treated of. The farm or suburban house is the subject of the book, but the suggestions will be found useful to the city dweller as well. This is the first of a series designed to help the solution of the problem of making rural life less hard and sordid, and thus keeping the young people from drifting toward.

Van Loan, Ida A. A tour through the West with the Jersey City Elks, no. 211. N. Y., Ida A. Van Loan, 75 John St., 1910. c. 145 p. por. pls. 12°, \$1.

Vital records of Randolph, Maine, to the year 1892; ed. by H. Sewall Webster; committee on publication, Asbury Coke Stilphen; pub. under authority of the Maine Historical Society. Gardiner, Me., Reporter-Journal Press, 1910. 144 p. 8°, \$1.25.

Von Oettingen, Burchard. Horse breeding in theory and practice. Bost., Little, Brown, 1910. 8°, cl., \$15 net.

Warren, Fred D. Warren's defiance to the federal courts; full text of speeches before the federal courts at Fort Scott and St. Raul. Chic., Kerr, [1910.] 29 p. S. pap., 10 c.

Mr. Warren, managing editor of the *Appeal to Reason*, Girard, Kan., during the trial of the officials of the Western Federation of Miners in Idaho, wished to call attention to the manner in which they had been taken from one state to another for trial, without extradition. He therefore offered a reward for the kidnapping of ex-Governor Taylor and his delivery to the authorities of Kentucky, where he was under indictment for complicity in the killing of Goebel. Mr. Warren was indicted in the federal court of Kansas for having sent scurrilous matter through the mails, and was found guilty.

Wells, Herbert G. George Meek, Bath chairman; by himself; with an introd. by H. G. Wells. N. Y., Dutton, 1910. 22+312 p. 12°, cl., \$1.50 net.

Wheiock, Eleazar. A continuation of the narrative of the Indian Charity School, begun in Lebanon, in Connecticut, now incorporated with Dartmouth-college in Hanover, in the province of New-Hampshire; with a dedication to the honorable trust in London; to which is added an account of missions the last year, in an abstract from the journal of the Rev. Mr. Frisbie, missionary. Hartford, Ct., [G. P. Humphrey, 1910.] 9+54 p. 8°, (Rochester reprints.) \$2. (Sold only in complete sets of 10 v.)

Who's who and what's what in base ball. Phil., C. M. Klump, 1208 Chestnut St., 1910. c. 88 p. il. diagr., 8°, 25 c.

Williams, T. J. Chew, comp. The state of Maryland; a description of its lands, products and industries. [2d ed.] Balt., Sun Printing Office, 1908, [1910.] 194 p. D. pap., gratis.

Compiled for the Board of Public Works for the benefit of intending settlers in Maryland.

Wright, Arius Luther. Modernism according to the law of sensual impression and historical inspiration. Albany, N. Y., Jos. McDonough Co., 98 State St., [1910.] c. 3+155 p. 8°, 75 c.

Wright, Carroll Davidson, ed. The new century book of facts; a handbook of ready reference. Springfield, Mass., King-Richardson Co., [1910.] c. 7+1122 p. il. col. pls. por. 4°, subs. only, \$7.50.

Wright, H. B. The recovery of a lost Roman tragedy: a study in honor of Bernadotte Perrin, Ph.D., LL.D., professor in Yale University, 1893-1909. New Haven, Ct., Yale Univ. Press, 1910. c. 47 p. por. O. bds., \$1.50.

The earliest Roman dramas were most probably constructed from still earlier Greek ones which had been preserved in Roman form in the *Fabulae praetextae*, or national dramas, which have disappeared. It is to demonstrate that a "hitherto undiscovered *Fabula praetexta* lies embodied practically intact in a chapter of the first book of Livy" that this discussion is written. In this chapter are met all the demands of all the criteria for detecting lost plays. Bibliography (1½ p.).

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The editor is not responsible for the views expressed in contributed articles or communications.

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"I hold every man a debtor to his profession, from the which, as men do of course seek to receive countenance and profit, so ought they of duty to endeavor themselves by way of amends to be a help and an ornament thereunto."—LORD BACON.

SOME WINDOW-DRESSING AXIOMS.

It is stating a truism to say that the bookseller's window display is one of the most effective methods of advertising which he may use—valuable proportionately to all other forms of advertising at about the ratio his rent bears to all his other selling expense.

In other words, to put the point very tersely, as one writer in this issue of the WEEKLY does, when a bookseller pays a high rent, he pays high for an excellent and valuable opportunity for window display.

Window dressing is at once an art and a science. Its study involves almost all the principles of type display and a number of others all its own. It has its own technique and its own psychology.

And if any one criticism be most generally applicable to bookstore window dressers—bookstores in common with other small retail stores—it is that they have paid more attention to the technique than to the psychology of their subject.

To arrest the attention of the man on the street, to collect a crowd before your windows is one thing, a step in the right direction; but unless the display goes further and *creates a desire to step inside the store*, and buy the articles shown or suggested by your display, the latter has failed on the very threshold of success.

It is not necessary that this created desire should always crystallize into action—it may, perhaps, one time in ten, or in twenty—but the desire should be aroused just the same, however vaguely.

Successful windows, therefore, in a busi-

ness sense, are more than merely "pretty" windows, just as successful type advertising is more than merely "readable" or "interesting." All good advertising aims to produce a result.

And good window dressing, like all other advertising, is nothing more or less than the tangible embodiment of good ideas. Neither large windows nor elaborate fixtures nor lavish lighting nor expensive display are, after all, essential; though, of course, all these things help. If you haven't any good ideas of your own borrow some one's else—or get some one else to do your window dressing.

And "when in doubt," to follow Hoyle's famous lead, remember that the simpler the display attempted the more easily successful, in a business sense, your window may be. And to this universal rule may be added an equally applicable rider—change your window often.

BECAUSE THE PUBLISHERS' WEEKLY has been for some weeks silent on the subject of net price fiction it should not be gathered that the subject is a closed one. The announcement in this issue of the WEEKLY that Harper & Bros., encouraged by the success of their trial book last spring, intend to make three volumes of their fall fiction net, shows that the subject continues to be a very live one indeed. And a little later THE PUBLISHERS' WEEKLY will have something further to say upon it.

WINDOW TRIMMING FOR SMALL STORES.

THE last issue of *Gill's Trade Help Bulletin* gives some hints for window trimming, written for it by two or three experts in window trimming.

"There is a jeweller in New York City," says *Gill's* in introduction, "who pays \$5000 a month for a little room on Broadway about the size of an ordinary hen house. Hundreds of thousands of people pass this little place every day. The \$5000 is for the *location*—not the floor space. Therefore, of the \$5000 about \$4000 is for *window display*. Four-fifths of *your* rent is for *your* windows. Are you making them *pay* four-fifths of your rent? Don't underestimate their value. The size of your town has nothing to do with the case. If your rent is \$50 a month, at least \$40 is for your windows. Do you get that much out of them? You ought to get *more!* You can get a great deal more—if you try. It's *up to you*. You can make your windows the talk of the town—and that's only another way of saying more popularity—increased sales—a bigger bank account! The game is worth the candle—*go after it!*"

Display—interior and exterior—says Paul B. Palmer, is one of the four essentials to successful business.

The windows are the first impression of the store within, and "first impressions are strongest."

Any country merchant can put in a good business window by using a little brains and good taste.

Window dressing of to-day consists mostly of plain business windows. That is, so displaying the merchandise as to be irresistibly tempting to the beholder, either by the beauty of the material itself or by means of the price card.

There are many ideas in regard to backgrounds. However, they should not be so poor as to detract or so elaborate as to cheapen the goods displayed. The white panelled wood background is gaining in favor. It not only harmonizes with all goods, but also breaks the strong reflection on the glass, giving more light in the rainy season, and a cool, clean effect in summer.

Nine times out of ten, says W. A. Carpenter, the small merchant makes the mistake of trying to show his entire stock of goods in one very small window. His idea is good, namely, "to sell an article, you must display it." But it is a very bad plan to show too many kinds of merchandise in one window. There is a time and place to display different kinds of merchandise. One particular item must either be displayed alone or *with other merchandise of the same character*.

Of course the real purpose of a show window is to *sell* something—to increase your bank account. To do this, your window must be attractive and pleasing to the eye, with the goods displayed so that all the selling points are brought out at a single glance.

I know your strong inclination to rush a new article into the window the very first minute it is received. Your first impression is one of great admiration, and you congratulate yourself on being a clever buyer, by purchasing the very article that is so much in demand, before your competitor.

So naturally your first thought is to rush this new article into the foremost corner of your window, forgetting the other articles of different denomination already on display. You see only this one article, and to *you* all of its selling points stand out at a single glance. Your first impression is one of great joy and admiration. You cry out, that's fine! that's fine! Yes, it is fine, and *you* can see it, but how about *the public*, who sees this one article with the other contrasting things? They glance here and there through the window with no definite impression as to what is on display, and walk down the street to your much wiser competitor.

Try a *solid window* of some good seasonable merchandise. If you find that *you* know too much about your merchandise to display it correctly, hire some clever young fellow to do it for you. A window decorator, to be successful, must have natural artistic talent; he must be an artist, and, above all, he must be *patient*. A window should be trimmed the

same as a painter paints his picture—start at the beginning and cover every detail.

So in conclusion, let me urge all dealers to avoid this big mistake of trying to show the entire stock of goods in one small window. Trim your windows light and artistic, and I am sure you will reap the harvest that your soil is able to produce for you.

It is interesting, says Malcolm J. B. Tennent, to compare the old style windows of fifteen or twenty years ago and those of to-day—many of which are marvels of construction, being built so as to be practically dust proof with massive stationary awnings projecting to the edge of the sidewalk to protect the merchandise from the effects of the sun.

Rapid strides have been made during the last few years in improving window decorating—the old idea of displaying goods outside the door and on the sidewalk is very much a thing of the past, especially with the large, up-to-date houses. Window displays to-day are considered one of the most valuable advertising "mediums."

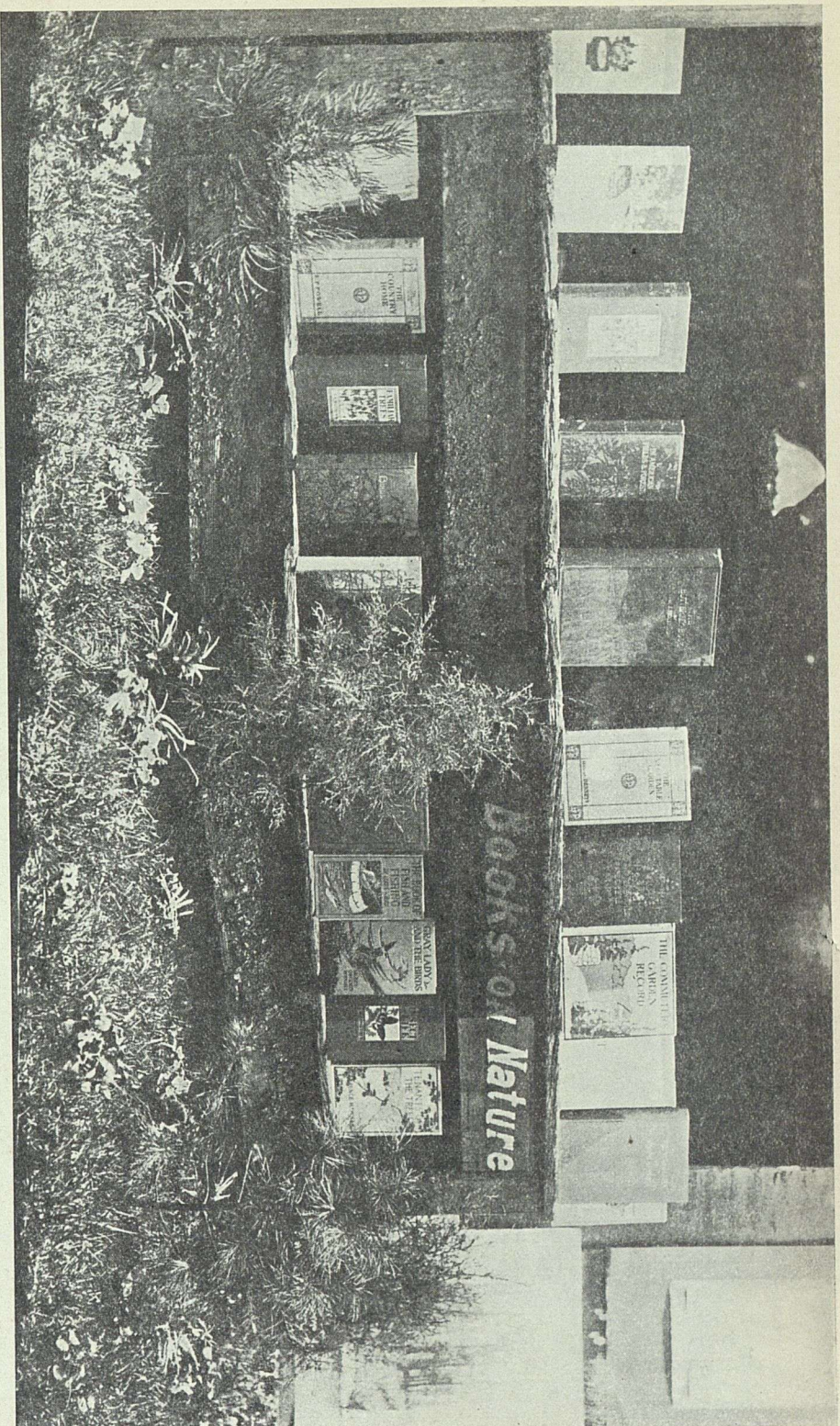
The displaying of merchandise is a work of art, and the person who is gifted with original ideas will generally outclass his competitor who has to be educated in this line. However, decorating a stationer's window is not a difficult matter, and most any one with the slightest trend towards originality can make a most interesting and business producing display. There are many ways of displaying goods—practically as many ways as there are different kinds of goods. Great care should be taken to see that the color scheme is perfect, for the blending of colors is an important feature. It is also an excellent idea to show an article in such a manner as to demonstrate the way it is used. Always give unremitting attention to details.

Displays should be changed frequently, so that the public will be looking for something new and different right along. While there can be no general rule, it is advisable to change your displays every three or four days, or at least once a week. Especially is this advisable for the merchant in a small town, because it is not unusual that practically every person in a small town goes "down town" two or three times a week.

So be sure you have something different for them to see at least every week, if not oftener.

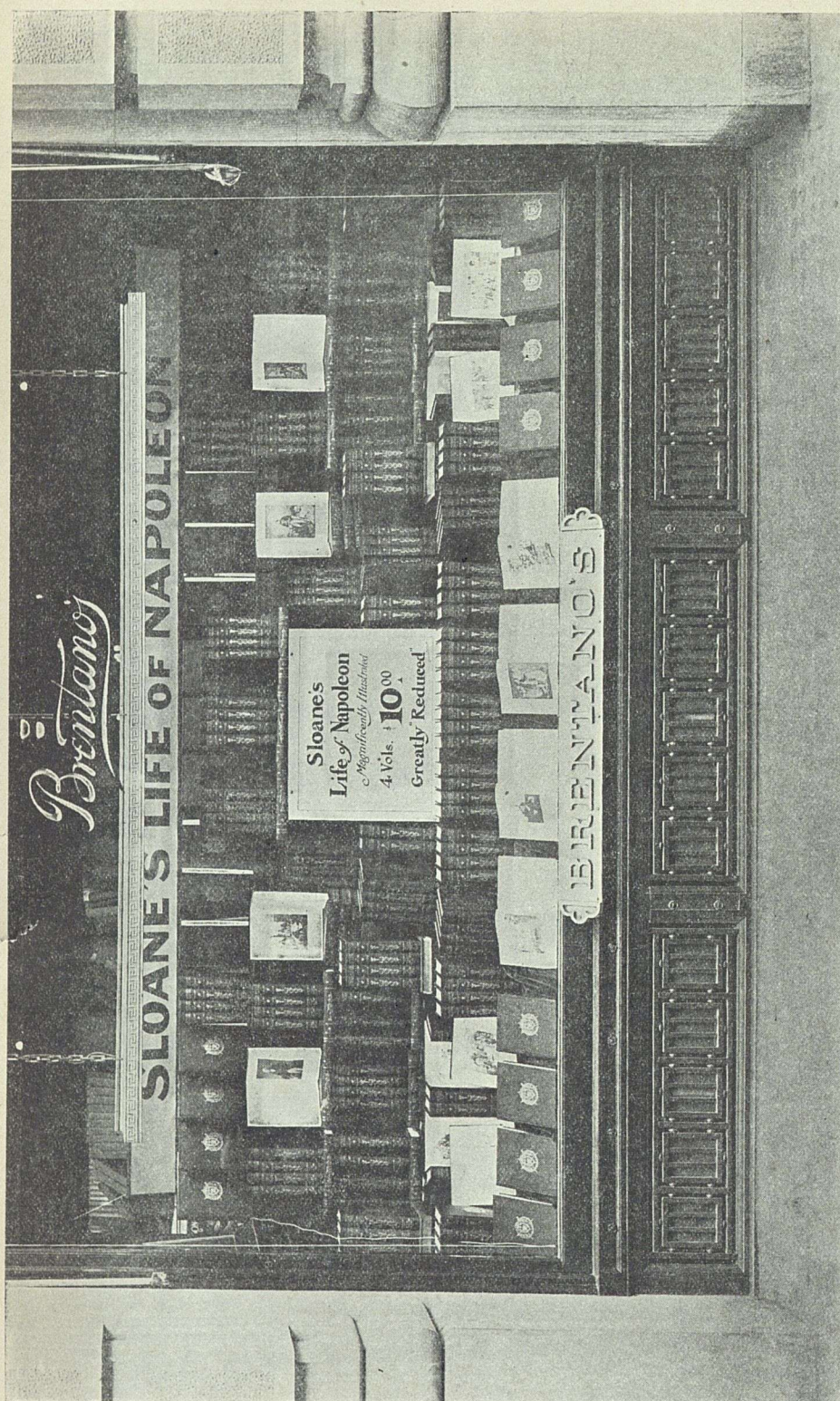
A great deal of thought and attention should be given to backgrounds and fixtures. While the mahogany background, inlaid with mirrors, is a little expensive, I do not hesitate to recommend this style. It is very popular in the larger cities, and has many advantages over other styles. It is pleasing to the eye, and certainly very substantial. The mirrors give prominence to merchandise displayed, as well as giving depth to the windows. For the floors, a green felt or carpet is preferable, because it is a non-conflicting color and in perfect harmony with most any class of goods.

It is easy to offer suggestions for window display, but to carry them out usually requires no small amount of study on the part



"A WINDOW SHOULD BE TRIMMED AS A PAINTER PAINTS A PICTURE."

The photograph of this window attracted more attention than any other at this year's convention of the American Booksellers' Association. A real fence, real sod and growing flowers were used. Taylor & Carpenter, Ithaca, N. Y., who sent the photograph, remark that the window attracted a lot of favorable comment.



"TRY A SOLID WINDOW OF SOME GOOD SEASONABLE MERCHANDISE."

This Brentano's window advertising one of the Lamb Publishing Company's sets shows admirably the forceful appeal of a *solid window* display of goods, whether especially seasonable or not.

of the dealer. Many manufacturers are devoting increased attention to the window display in the retail store as a means of establishing a demand for their goods, and many of them now offer, not only suggestions, but carefully elaborated schemes for the exhibition of their particular lines, some going so far as to send experts to help with the window work in different parts of the country. This is an opportunity which should not be lost by the retail stationer.

SOME HINTS FOR WINDOW CARD LETTERING.

"For ordinary work," says a writer in the *Dry Goods Economist*, who makes a specialty of window card designing, "I use 6-ply blank, double-coated white cardboard. This thickness of board has body enough to retain its shape and does not curl on the sign stands. I order it cut into halves, quarters, eighths and sixteenth sizes, etc., down to sixty-four size sheets. These give me cards varying from $2\frac{3}{4} \times 3\frac{1}{2}$ inches up to 22×28 inches, the full size of sheet.

"The only time I use colored cards is for the spring and fall opening displays. For such occasions I use the 6 or 8-ply pebbled surface cardboards, in cream, brown or green, the color selected depending on the color scheme of the display in which the card is to have place. I always make it a point with such displays to have the show cards harmonize.

"For all ordinary window displays I use plain black lettering, also on all signs and price cards for use in department displays.

"Ordinarily I use the 11×14 inch size card for window use, but for decorative cards the 14×22 inch serves the purpose to better advantage. I prefer the 11×14 inch for plain work because the lettering which properly balances the proportions of this card is easily readable from the street curb.

"In the capacity of window trimmer and card writer it is often necessary to leave card work at a moment's notice and attend to some detail of window trimming. With the use of oil paints this necessitates the wiping of the brush and placing it in lard, oil, vaseline or some such greasy substance to prevent drying. Returning to work, it is necessary to wipe the brush thoroughly before resuming writing.

"I avoid all this bother by the use of water color paints. Therefore, in response to an unexpected call, I can rinse my brush in water—a pail of which stands by my desk for this purpose—and when I return the bristles are straight and dry and ready for instant use. My brushes are always in good condition, with a razor edge, and they generally last me about one year.

"I use red sable riggers and mainly Nos. 8, 10, 11 and 12. When one of these begins to wear out, I trim off the outer hairs at the base with a sharp knife, leaving only a few of the centre hairs. This gives me a fine "liner" for writing extra fine letters, and is the best kind of a brush for scroll work.

"For black work I use Letterine. For color

work I use distemper fresco colors, always adding glue to the latter, as they do not come sized.

"In regard to the wording of the cards, I either originate or select my own words or phrases, most of which, I admit, are not original. However, when I copy an idea I always try so to change and improve it that the original is hardly recognizable in the rearranged copy.

"I keep a scrapbook in which I paste all the clever and witty sayings I run across in papers or magazines. When I am at a loss for an idea of how to advertise on article I consult this scrapbook and invariably find an inspiration therein.

"In this connection I might say that I follow the same custom in regard to the pictures of show windows.

"The following are a few observations and points which are passed along for the benefit of others:

"The amateur card writer has a tendency to cover his whole card with lettering instead of allowing a liberal margin on all sides.

"Always keep the bristles of the brush wedge-shaped, or like a chisel end, so that a side stroke with it will make a hair line like that of an engrossing pen.

"A tumbler or similar receptacle is not a proper place in which to keep brushes. Lay the brushes flat when not in use.

"A discarded spool cabinet makes a fine storage place for price tickets which are clean enough to be used again and will save both time and material. The cards should be arranged numerically therein.

"No card writer should exaggerate the style of any letter from a standard character until he has mastered the characteristics of every style and knows the distinctions between each.

"One secret of expert lettering is in knowing the brush. Use a brush in the simpler forms of work until you know what it will do.

"Let the sentences on your cards be brief. Use the most pithy sayings you can think of. Do not be timid of criticism.

"Once gain the interest of a passerby with a clever card and he will remember and always watch for the next stunt.

"There is more show card phraseology in the ad. pages of a commercial magazine than most people suspect.

"Beginners in card writing should remember the difference between Japan and oil colors. Oil is grease and will spread on any card, as any card writer will learn when he attempts to use his first can of 'drop black.' Be sure that your colors are ground in Japan and avoid all paint containing oil for card work.

"Because the shadow of an object is less dense than the object itself, let the shading be in delicate colors.

"The character of any standard letter is well balanced, artistic and complete in itself. If yours look crude or inartistic, ascertain the reason.

"Do not make superfluous use of the period. This is often done.



"THE REAL PURPOSE OF A SHOW WINDOW IS TO SELL SOMETHING. TO DO THIS IT MUST BE PLEASING AND ATTRACTIVE TO THE EYE."

This Brentano's window dressed with Ormond's "Three Keys," (W. J. Watt & Co.), shows a successful style of window dressing for popular novels.

"Place the cards in a semi-prominent position. Do not lean them against the corner of the window. If they are important enough to write, they deserve a favorable place in your window. Insist on having plenty of sign stands; they are not costly.

"Place a card in a prominent position over your desk that reads: 'Don't handle my brushes; they are costly and must not be spoiled.'"

Then I wrote the manufacturers for their catalogues and pamphlets, and I just ate up the facts about my goods.

Strange to say, some of the others never knew where I got all of my information and enthusiasm.

You know it isn't hard for anybody to talk when one is full of the subject.

You'll find advertisers and manufacturers only too glad to supply you with any information you ask. You'll never regret the time and stamps.

SOME POINTERS ON THE SHOW WINDOW.

GETTING down to the fundamentals of successful window trimming, a Canadian trade paper recently summed up as follows:

Put yourself in the customer's place. That's a piece of advice which should help many a perplexed window dresser. What do you suppose the public would like to see in your window? What do you yourself appreciate in the other fellow's trims? Think of the times you have been attracted by Jones's window, and then seek to discover the secret of that attractiveness.

You were probably in the city not long ago, and walking along the streets you noticed windows which drew your attention

specially. You were then in very much the same position in relation to these stores as the people of your own town are to your store. In these circumstances you should have made a careful study of the psychological phenomena involved.

Perhaps you are struggling against a tendency to put off changing your window trim. You fight against your inertia, but all the same you feel that you are not making any progress and your window doesn't get changed. How are you going to overcome this lassitude?

Those who have studied the question say that the great remedy is to substitute in your mind positive ideas in place of the negative ones. Instead of looking at the worries and inconveniences incident to putting in a new trim, think of the ultimate advantages. These are a distinct sense of pleasure and satisfaction from having accomplished a good thing, a feeling of pride in your handiwork, a realization that the return is going to be a compensation for the effort and a knowledge that you have conquered an enemy.

If you are in the photo supply business—and if you are not, you ought to be—these are the days to bring this end round to the front of the store and give it a place in the window. Your aim should be to interest more of the people of our locality in picture taking. One good way to do this is to secure from some of the local amateurs a lot of their best pictures and display them in the window, along with the goods you have to sell. The fact that the pictures were taken in and around the town will give them a strong local interest and will stir up other people to go and do likewise. There is nothing like the power of suggestion.

One man, who is a strong believer in the effectiveness of good window displays, claims that his windows bring him more money than all his other advertising put together. From a showing of technical books, he draws from \$100 to \$300 a week and a window of office supplies brings in big returns, because he finds that passers-by notice odds and ends in the window, which they would not otherwise think about.

A SCOTCH WINDOW.

Recently he made a hit with a Scotch window, in which Scotch plaid stationery held a central place. The floor was covered with yellow crepe paper with a border of plaid passepartout. The ceiling was covered with Scotch flags. For a background he used tartan post-cards and along the front baseboard were arranged post-cards of the different Highland regiments. The body of the window was piled with Scotch plaid pads, envelopes and papeteries with seals to match in Scotch thistles, heather, etc. A show card—"The Campbells Are Coming"—put a finishing touch to the display. The whole display was put in and finished in two hours.

A MEMORIAL WINDOW.

The death of the late king was the occasion for many impressive memorial window arrangements in the city of Winnipeg. Perhaps the one that created the greatest local comment was that in the main street store of Russell, Lang & Co. It was arranged by R. J. Lough, the manager, and consisted of a large map of the world hanging in the background, with black ribbon bordering all the British possessions in the world. From each of these states a black ribbon was run to the floor of the window, where was laid a map of England. The lower end of each ribbon was

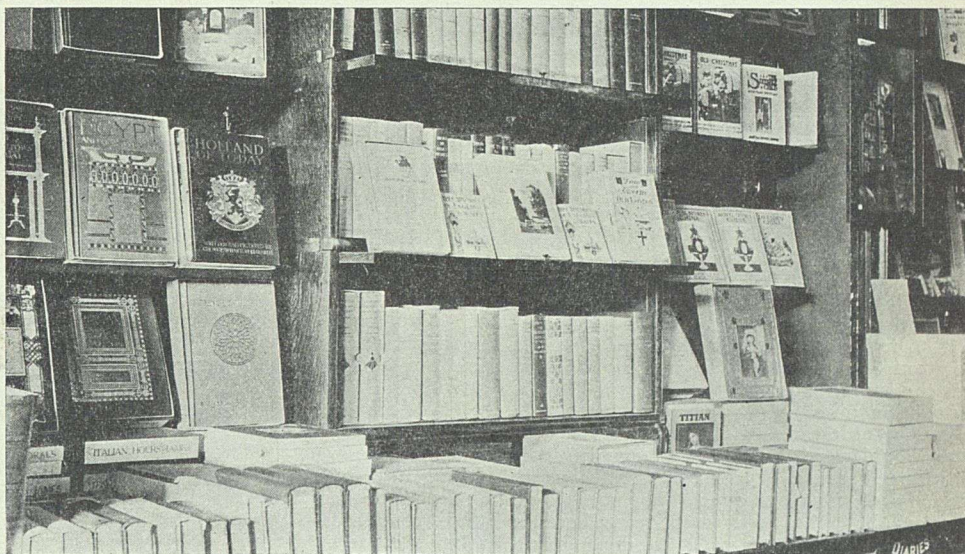
fastened on London, which was bordered by a fine black line. Attached to each ribbon was a card with a black border, on which was printed words of condolence from the ministers and governors of each respective country.

[It is needless to add that this arrangement is susceptible of endless variation and adaptation. The principles underlying this and the Scotch window above are in no sense Canadian.]

CHOOSING THE LOCATION FOR A BOOKSTORE.

If you were suddenly called upon to come to a city like New York, and to open one hundred retail stores selling the same line of goods in different sections of the city, how would you go about it? asks G. P. S. in *Geyer's Stationer*. What would you use as a basis for determining the superiority of one location over another? There is no question about the importance of a retail store's location as a factor in its success, and this is a problem which every stationer who is starting in business for himself, or who is considering the advisability of moving his store from one place to another, must solve. It is an interesting question, which resolves itself down into a certain number of points which obtain almost everywhere.

Foremost among these points to be reckoned with is the number of people who, in the course of the day, pass by the place under consideration. One of the largest and most successful organizations operating a chain of retail stores in this country uses this standard only, paying little attention to any other. When two locations are under consideration, they place a man at each and



"THE DISPLAYING OF MERCHANDISE IS A WORK OF ART."

An example of excellent counter display. Counter display may be considered a simpler form of window display. From Taylor & Carpenter's State Street Store, Ithaca, N. Y.

instruct him to keep accurate count of the people who pass him for a certain fixed period. The figures are then compared, and the place is chosen which shows the highest average number. In this way, each new store is placed in the pathway of a known number of people, and no location is chosen which does not measure up to a certain more or less definitely fixed minimum. This rule applies best to lines of goods which appeal to a general trade, without emphasis on any particular class of buyers. It is important, however, in all cases. Each person who passes a retail store adds a definite amount in dollars and cents to the value which it has for the purpose, and many landlords, as well as retailers, have learned, and many more are learning, this lesson.

Another consideration is that which concerns the particular section of the city in which to locate. Some cities have established centres of trade which have not changed materially in many years, and which show no sign of changing. In such cases, for the dealer who wants to be in the heart of the business district, the choice is relatively simple. But for the smaller man, who wants to begin on a limited scale and grow large, the thing to do is to study the direction of the city's growth, become familiar with projected transportation facilities, trolley line, etc., and thus attempt to locate in a section which, though possibly at present not populous enough to meet requirements, is going to grow, and with this growth his business can grow. The advice of real estate men is often valuable in this connection. The majority of our American cities expand in definite directions, usually anticipated by those making a study of these things, and the store which is in the line of growth has much the same advantage that the first dealer in a "boom" Western town had in the old days, when cities grew up almost in a night. It is a sort of a "grow up with the country" idea.

It is well to be careful not to locate in a neighborhood where the population is continually shifting. If in a residence district, the number of people owning their own homes is a good standard to apply. It is extremely difficult to develop a retail business with any regularity where the clientele is constantly changing.

Although the majority of young dealers starting out are glad to get any class of profitable trade that they can secure, it is never too early for the man going into business to make up his mind what kind of trade he wants to specialize on, and the location for the store ought to be chosen with this thought in mind.

It is by no means infrequent to find dealers who would very much like to change their locations, because of changed conditions in the city or town in which they are doing business, but who hesitate to do so because of the possible loss of trade through moving away from long established quarters. Many bewail the fact that, when their business was started, they did not spend more time in considering the future conditions in the place chosen, and possibly not so much time on the

suitability of the store itself to their needs. The best time to consider these things is when a store is being started, and it is then that the location should be studied carefully and in detail, with a close eye on the present, which is easy, and a close eye as well on the future, which is not so easy, but more important.

WIDE AISLES DESIRABLE.

A common fault in the planning of all classes of stores, says a contemporary, is making the aisles too narrow. Merchants think of the aisle space in about the same way as the white space in an advertisement. They believe that because nothing is on display, the vacant space is wasted.

This is usually not true in either case. In a newspaper advertisement, the white space is often needed to serve as a frame for the announcement. In the store arrangement, wide aisles are often needed for much the same purpose. There must be the proper perspective to produce an effective display, and the open floor space serves this purpose nicely.

Often in the handling of crowds in a store time is an important element. Just as it is desirable to do business with the smallest possible investment of capital, so it is desirable that a great amount of business be transacted in a short space of time. The wide aisles serve their part in assisting to make quick transactions.

There is an attractiveness about a wide promenade space which is hard to explain, but is nevertheless true. Merchants in limited shopping districts have often taken advantage of this, and have found that by installing wide sidewalks in front of their places of business much new trade has been developed.

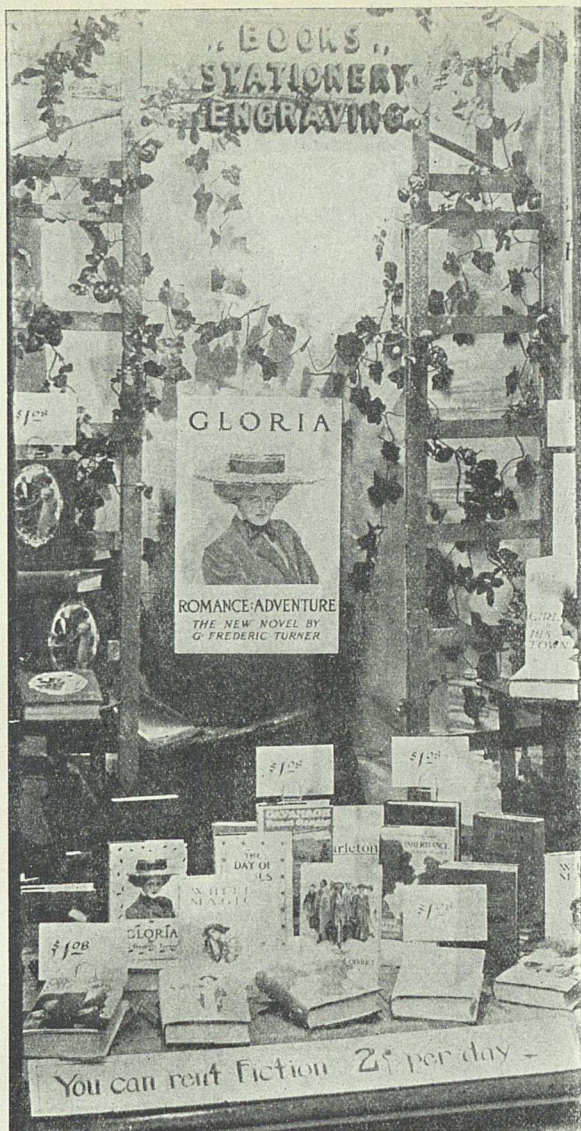
The store should be made a place which is as attractive for a visit as for a purchase. Merchants can afford to give attention to this subject, for visitors are always prospective customers. Give the patrons of your store ample elbow room. They will then visit your place oftener, they will see more when they do come, and probably they will spend more money for your merchandise.

BOOKSELLERS OF GREAT BRITAIN AND IRELAND MEET.

THE Congress of Associated Booksellers of Great Britain and Ireland was held at the Grand Hotel, Birmingham, June 24-27, about one hundred and fifty members and guests attending.

The Annual Report of the Association reiterated the Association's endorsement of the net price system. Though it is true that, during the years past the number of net books published fell off slightly (5658 to 5607), there was no appreciable change in the relative value of net and regular books published, and the consensus of the retail trade was unqualifiedly in favor of net books. Special note was made of the fact that the Baedeker guides had been made net.

The recommendations of the Society of



ONE OF W. Y. FOOTE'S (SYRACUSE) WINDOWS.

Which shows that even a comparatively narrow window can be dressed effectively.

Authors regarding the retail price of fiction, as contained in the report of their sub-committee [published in full in *THE PUBLISHERS' WEEKLY* two weeks ago] were reviewed at length. The question admittedly had many sides, but the Association's sentiment seemed in favor of the maintenance of the 6s. price.

All the officers of the Association were re-elected.

Among the speakers at the annual banquet which closed the sessions were Sir Oliver Lodge, who is principal of the University of Birmingham, Max Pemberton and Dr. Sidney Lee.

IMPORTATION OF NON-COPYRIGHT TRANSLATION OF COPYRIGHT WORKS.

THE following decision has been rendered by the Treasury Department in the case of translation into Swedish of a copyright American book, made by authority of the copyright proprietor, of which copies were imported by the American copyright proprietor in the absence of notice of American copyright on the translation or of endeavor to copyright such translation. It should be noted that Sweden is one of the few book-producing countries with which the United States has no copyright relations, and it may be added that negotiations for such relations are now pending with fair promise of satisfactory result:

TREASURY DEPARTMENT,
OFFICE OF THE SECRETARY,
WASHINGTON, June 23, 1910.

*The Collector of Customs,
Philadelphia, Pa.*

SIR: The Department duly received your report of the 25th ultimo on the protest of Sylvanus Stall, of the Vir Publishing Company, against your decision denying entry of certain books imported per S. S. "Euxinia" March 28, 1910, and also your letter of the 4th instant transmitting a copy of said book.

The protestant states that in order to be prohibited by Section 15 these books must be accorded protection under the copyright act of March 4, 1909; that these books are Swedish copies, the translation of which was duly authorized by the proprietor of the copyright in the United States and that the Swedish translation is not copyrighted in the United States.

As it appears that the books in question were translated and manufactured in Sweden by a citizen of Sweden they are, in the opinion of the Department, of foreign origin in a language other than English, and are specifically ex-

empted from the manufacturing provision of Section 15 of the copyright act, and as such books bear no notice of copyright in the United States and are not piratical copies, they are not prohibited importation. You are, therefore, hereby authorized to release the books in question.

The book inclosed with your letter of the 4th instant is herewith returned.

Respectfully,

(Signed.) C. P. MONTGOMERY,
Chief Division of Customs.

THE CHICAGO FIELD DAY.

THE Third Annual Field Day of the Chicago Book Fair was held on Friday, July 8, at the Hinsdale Golf Club, the same as last year, instead of the Skokie Country Club, which had been at first selected. The field day was the most successful yet, considerably over a hundred of the bookmen forgetting for the day that there was any such thing as work, and all the events were contested—or rooted for—with inspiring vim. As usual, a special train had been chartered to carry the crowd to and from the grounds.

THE EAST WINS.

By dint of the most sensational baseball playing ever seen in the West, the Eastern Bookmen succeeded in wresting the championship from the hitherto invincible Western team on Friday, July 8, at Hinsdale Country Club, Chicago. This was the third annual Field Day of the Chicago Book Fair, a day long to be remembered by men drawn together from all parts of the country. The great feature of the day, of course, was the ball game, and when it can be stated that the Eastern team plucked victory from defeat, when in the last half of the last inning they drove six men over the plate and won the coveted prize and honor. The score was 13 to 12. Following is a summary of the game:

EASTERN TEAM.					
	R.	H.	O.	A.	E.
Macrae, c.....	3	3	4	2	0
Westbrook, p.....	1	1	0	3	1
Gibson, 1b.....	3	3	11	1	0
Fraser, 2b.....	1	1	2	2	1
Canner, ss.....	1	2	1	2	1
Gehrs, 3b.....	1	2	1	2	0
Lowrie, lf.....	2	3	1	1	0
Tenney, cf.....	1	2	0	1	0
Caldwell, rf.....	0	2	1	1	0
	13	19	21	15	3
WESTERN TEAM.					
	R.	H.	O.	A.	E.
Edwards, lf.....	3	3	1	0	0
Noble, p.....	2	2	1	4	1
Cole, rf.....	0	1	1	0	0
Black, c.....	2	2	4	3	0
McGill, 3b.....	0	2	2	2	0
Brewster, 1b.....	0	1	7	1	1
Feltskog, 2b.....	2	2	2	3	0
Brewer, ss.....	2	2	1	3	0
Nourse, cf.....	1	2	1	1	0
	12	17	20	17	2

*Two out when winning run was made.

Umpires—F. K. Reilly and A. D. MacMullen.

THE WEST LOSES LUNCHEON EVENT.

By the close margin of three half chickens, one cherry pie and two Sultana rolls John H. Hopkins, of Barse & Hopkins, bore the flag of the East aloft and to victory, leaving Herbert Gould, of A. C. McClurg & Co., just outside the ramparts, cast down and defeated. It was easy to see that Gould, like Jeffries, could not come back—he was the mere shell of his old self.

GOLF.

The Blind Bogey Handicap brought out a big entry list in which sectional strife, envy and hatred was cast aside (for the time being). A magnificent silver cup was the first prize, won by E. C. Ketcham, of the Bobbs-Merrill Company. The second prize, another beautiful cup, was won by Howard Noble, of the J. C. Winston Co. Both of these men

were unanimously chosen to defend the book-trade against all comers at golf.

The Approaching and Putting Contest was won by George McGill, of the Reilly & Britton Co. The prize was a large silver cup. The second prize was another cup, won by H. L. Sayler, the head of the City Press Association of Chicago.

The Long Driving Contest was captured by Charles Canner, of the John Lane Co., with the most extraordinary drive of 289 yards, and for his trouble received a large silver cup. The second prize in this event was won by S. E. Brewer (a chip of the old block), of the Western Book & Stationery Company, he having driven the ball 281 yards, for which he received a silver cup.

FAT MAN'S RACE.

In the Fat Man's Race there were a dozen entries, every one of which weighed more than 200 pounds. The winner was L. H. Wells, of the Powers Mercantile Company of Minneapolis. A handsome silver cup was the prize. John H. Hopkins, of Barse & Hopkins, came in second.

100-YARD DASH.

The 100-hundred yard dash brought out about twenty fast runners, but August Gehrs, of The Baker & Taylor Co., proved the fleetest of foot and captured the prize, another silver cup.

DINNER.

The dinner event was won by E. F. Brewster, of the Western Book & Stationery Co., by default, W. M. Stitt, Jr., of the Hayes Lithographing Co., failing to show up.

The presentation of cups to the prize winners was made by Major S. C. Britton, of the Reilly & Britton Co., who had something nice to say to each one of the prize winners.

THE PUBLISHERS' WEEKLY sent the following telegram:

W. J. Barse, Palmer House, Chicago, Ill.

Greetings and every good wish for the bookmen revelling in Field Day. May you all survive the outing and, like warriors refreshed, go forth in confidence of nailing a big, bouncing business year.

Major Britton read the telegram while the crowd were eating dinner, and three hearty cheers were given for THE PUBLISHERS' WEEKLY for their good wishes and their kindness in giving so much publicity to Field Day. THE PUBLISHERS' WEEKLY sent a special correspondent at a great expense from New York to Chicago, 1000 miles, to report the Field Day Outing. The boys appreciated this and treated the correspondent with every courtesy during his stay in Chicago.

In the evening the Annex Quartet, composed of Frank Shoemaker, John Robinson, Charles Canner and H. R. Drake, rendered many beautiful selections, accompanied on the piano by A. W. Caldwell, of the Lamb Publishing Co.

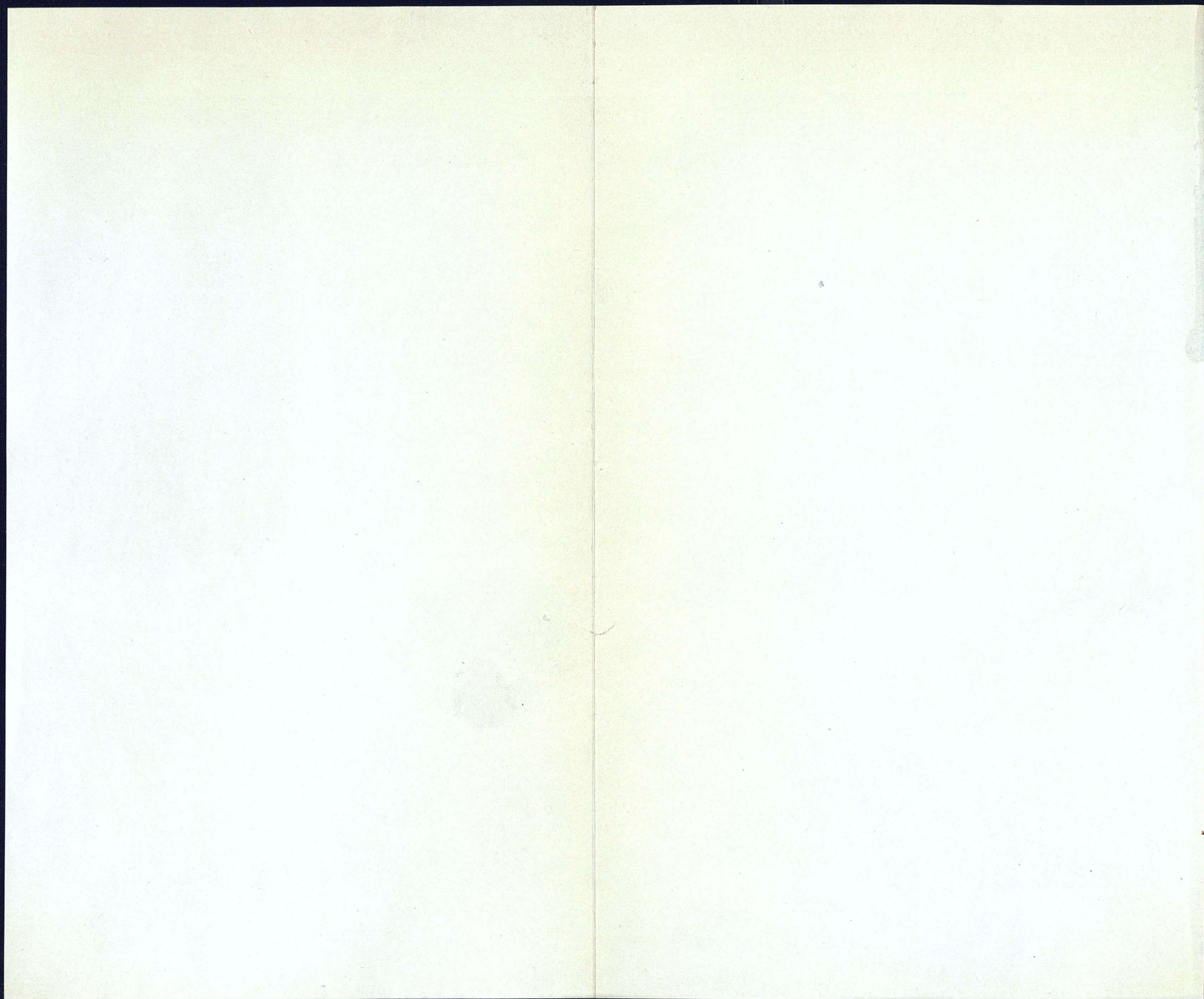
It was a tired but happy crowd that took the special train at 11 P.M. for Chicago.

FIELD DAY NOTES.

Mrs. Frank Shoemaker was in Chicago, so as to be on hand in case anything happened to Frank.



THE BOOKTRADE, AT THE HINSDALE COUNTRY CLUB ON THE CHICAGO FIELD DAY, JULY 8, 1910



Manager L. R. Matlack made a wise choice in appointing J. R. Fraser captain of the Eastern Team.

Manager Matlack kept H. R. Drake on the bench during the game. It takes the young fellows to play ball.

George Hobby played his first game of golf on Field Day, and came within one stroke of winning a prize.

Alec McKay (Dave's boy) didn't come out to attend Field Day this year. The Western crowd were too much for him last year.

W. S. Lewis, of Strawbridge & Clothier, promised to give all the players on the Eastern Team an extra large order this year.

Sam Loweree, of Duffield & Co., wore a different hat each time he came to bat in the ball game. He was, of course, dressed in his usual faultless style.

Many National League scouts were present at the ball game and tried to sign the Eastern battery, Westbrook and Macrae, but Captain Matlack refused to sell them.

D. B. Clarkson was one of the hardest rooters for the Western Team, but is a game loser, and enjoyed the balance of the day, even though his pets were beaten.

H. L. Saylor, the head of the City Press Association of Chicago, and author of the *Airship Boys Series*, was a guest and captured a prize in one of the golf events.

Herman Kleinteich was so pleased with the playing ability of the Eastern Team that he wanted to bet money they could beat the New York Nationals. (Herman lives in Flatbush.)

The official scorekeeper, E. W. Reynolds, took exceptions to many of the decisions of the Eastern umpire and threatened to cut his order down to half its usual size. Pretty tough on Bert.

E. H. Lapham, of A. C. McClurg & Co., tried to enter in the Fat Man's Race, but after being placed on the scales it was found that he was just 115 pounds short of the necessary weight.

S. E. Brewer won second prize in the Long Driving Contest. His father, O. W. Brewer, claimed he could drive further with his putter than his son did with a driver, but we are from Missouri.

T. Edward Jones, of Pittsburg, didn't attend Field Day this year. It is said that he was afraid that the Western bookmen would mob him for making such bad decisions during last year's game.

Billy Stitt failed to show up and forfeited the Dinner Contest to E. F. Brewster. It was conceded by every one that Billy stood no show, and they say he stayed away because he didn't care to be defeated.

Floyd Nourse, of the Emporium, San Francisco, came all the way to Chicago to play on the Western Team. He is a clever base

runner, as he ran direct home from second and put it over on Umpire McMullin.

L. Brent Vaughan, in addition to giving the use of the Hinsdale Golf Club for the day to the bookmen, took charge of the transportation and prizes, which is no mean job. The bookmen all appreciated his kindness.

THE PUBLISHERS' WEEKLY special correspondent called on Herbert Gould, of A. C. McClurg & Co., the morning after Field Day and found that he had gone home sick. Too much chicken, cherry pie and sultana rolls.

E. F. Brewster, the first baseman of the Western Team, sprained his ankle during the last inning of the ball game, but refused to quit, thinking it didn't amount to much. After the game the doctor was called and attended to him.

Two of the players on the Western Team are in the employ of the Reilly & Britton Company. After the game S. C. Britton announced that there would be some new faces in their office in the near future. (Brit was seen giving up \$17 after the game.)

John H. Hopkins, of Barse & Hopkins, claimed that he could have beaten L. H. Wells, of the Powers Mercantile Company of Minneapolis, in the Fat Man's Race, but he was afraid by so doing he might jeopardize his chances of getting a good order from Doc in September.

Herman Kleinteich, of the Siegel Cooper Co., New York, Sol Abbott, of the R. H. White Co., Boston, and S. L. Nye, of the S. Kann Co., Washington, made their first trip to Chicago and attended the Book Fair and Field Day Exercises. Kleinteich entered in the Fat Man's Race, but had no show with Doc Wells.

The umpires, F. K. Reilly and A. D. McMullin, were so much in disfavor after the ball game that it was necessary for the committee to provide a separate table at luncheon for them, as nobody cared to be seen in their company. They have both applied to the committee for the same positions at next year's game.

F. T. J. Nunan announced on the way back to Chicago that he was through with pinochle. As he has been in the habit of playing a great deal with Dave McKay, George Sully and Horace Ridings his good resolution will save L. C. Page lots of money. The traveling men do certainly have a great time and it all comes out of the expense.

Eugene Sommer, of the White House, San Francisco, left Chicago Sunday night for home, and Arthur Leon failed to show up, so the Pinochle Contest didn't take place. Dave McKay and F. T. J. Nunan, the two other entries, played all afternoon and evening, and judging from Dave's good humor on the train back to Chicago he must have won.

Doc Wells, who won a cup in the Fat Man's Race, stood in front of Peacock's jewelry store for one hour the morning after Field Day waiting to have an inscription en-

graved upon his cup. He claimed that it was necessary to have the cup engraved, so that when he returned home his friends would not doubt his word in regard to winning the race.

Frank Shoemaker, of the Penn Publishing Co., was searched upon his arrival at the club and several bottles were found in his pockets. One of the bottles was confiscated by L. B. Scribner, of E. P. Dutton & Co., and after taking a drink from said bottle he became very sick and the doctor had to be called. Upon examination it was found that the bottle contained cold tea, and, as Scribner was not used to it, it made him sick.

Duke Hill, of Montgomery Ward & Co., proved to be the only man in the West who was friendly to the Eastern players. In the last inning when the East were at bat a ball got away from the third baseman and went into the crowd, and Duke promptly picked it up and the umpire called a block ball and sent an Eastern runner in from third base with the tying run. Thirty thousand fans at the Polo Grounds couldn't make half as much noise as the one hundred followers of the two teams did in the next few minutes arguing with the umpires, Reilly and McMullin.

BOOKMEN PRESENT AT THE FAIR AND OUTING.

Abbott, Sol. R. H. White Co.
Adams, L. W., Lothrop, Lee & Shepard.
Bachmann, Geo. E., Thos. Nelson & Sons.
Barnes, W. R. C. M. Barnes.
Barse, W. J., Barse & Hopkins.
Becker, A. M., L. W. Walker Co.
Black, L. N., Book Supply Co.
Blessing, W. P., Presbyterian Board.
Brewer, S. E., Western Book & Sta. Co.
Brewster, E. F., Western Book and Sta. Co.
Britton, S. C., Reilly & Britton Co.
Buckles, F. M., R. F. Fenno & Co.
Burt, A. L., A. L. Burt Co.
Caldwell, A. W., Lamb Pub. Co.
Caldwell, C. A., Dana Estes & Co.
Caldwell, E. C., H. M. Caldwell Co.
Campbell, H. G., Bal-Klos Mfg. Co.
Canner, Charles, John Lane Co.
Chandler, W. H., Western Book and Sta. Co.
Clarkson, D. B., D. B. Clarkson Co.
Cole, C. S., O. T. Johnson Co.
Coyle, John, M. A. Donohue & Co.
Coyle, Joseph, Whiting Paper Co.
Darst, S. H., Reilly & Britton Co.
Dixon, F. C., T. Y. Crowell & Co.
Donaldson, P. C., F. J. Drake & Co.
Donohue, E. T., M. A. Donohue & Co.
Donohue, M. A., Jr., M. A. Donohue & Co.
Drake, H. R., F. H. Revell Co.
Duryea, C. R., James Pott & Co.
Edwards, G. B., Laird & Lee.
Edwards, William, Cupples & Leon.
Feltskog, A. E., Reilly & Britton Co.
FitzGerald, Desmond, Desmond FitzGerald, Inc.
Fraser, J. R., H. B. Claflin Co.
Gehrs, A. H., Baker & Taylor Co.
Gibson, Robt., Presbyterian Book Store.
Goldberg, E. J., Laird & Lee.
Gould, Herbert, A. C. McClurg & Co.
Gray, E. S., Forbes & Co.
Greene, J. F., Macmillan Co.
Hadley, W. B., Cassell & Co.
Hale, Fred S., Western Book & Sta. Co.
Hamersley, W. W., M. A. Donohue Co.
Hamming, Andrew, L. W. Walter Co.
Hays, R. K., Geo. H. Doran Co., Inc.
Hill, Duke, Montgomery, Ward & Co.
Hill, Geo. M., Hill Binding Co.
Hill, John C., Dodge Pub. Co.
Hitchens, B. F., John C. Winston Co.
Hobby, G. R., T. Y. Crowell & Co.
Hopkins, John H., Barse & Hopkins.

Hunn, Aug. H., Niedecken Co.
Jones, Geo. D., Birmingham & Seaman.
Jones, William, M. A. Donohue & Co.
Ketcham, E. C., Bobbs-Merrill Co.
Kleinteich, Herman, Siegel Cooper Co.
Lapham, E. H., A. C. McClurg & Co.
Leavens, E. M., John C. Winston Co.
Lee, W. F., Reilly & Britton Co.
Lewis, W. S., Strawbridge & Clothier.
Loweree, S. M., Duffield & Co.
McCormick, J. W., Western News Co.
McGill, G. B., Reilly & Britton Co.
McKay, David, David McKay.
MacMullen, A. D., H. M. Caldwell Co.
Macrae, D. L., G. W. Jacobs & Co.
Matlack, L. R., Hurst & Co.
May, John H., Grosset & Dunlap.
Morris, Frank, Frank Morris.
Newton, D. W., D. W. Newton.
Noble, H. A., John C. Winston Co.
Nourse, F. H., The Emporium.
Nourse, L. G., Henry Altemus Co.
Nunan, F. T. J., L. C. Page & Co.
Nye, D. W., Doubleday, Page & Co.
Nye, S. L., S. Kann Sons & Co.
Olson, C. C., Butler Bros.
Pierce, Andrew D., Little, Brown & Co.
Platt, G. E., Platt & Peck Co.
Price, Geo. V., Harper & Bros.
Rains, S. G., Lamb Pub. Co.
Reilly, F. K., Reilly & Britton Co.
Reynolds, E. W., Book Supply Co.
Robinson, J. T., Geo. W. Jacobs & Co.
Roche, A. P., G. W. Dillingham Co.
Saalfeld, A. G., Saalfeld Pub. Co.
Saalfeld, A. J., Saalfeld Pub. Co.
Sanford, Wm. J., W. A. Wilde & Co.
Sapp, Gordon, Natl. Pub. Co.
Sayler, H. L., City Press Ass'n.
Scribner, L. B., E. P. Dutton & Co.
Shepherd, W. O., John M. Smythe Co.
Shoemaker, F. W., Penn. Pub. Co.
Siegel, W. S., Rand, McNally & Co.
Sloane, F. J., Cassell & Co.
Smith, J. J. F., Geo. W. Jacobs & Co.
Springer, J. H., Presbyterian Board.
Stanton, John, C. C. Thompson Co.
Sully, George, Little, Brown & Co.
Tenney, W. L., Small, Maynard & Co.
Thomas, C. E., Thompson & Thomas.
Thompson, C. C., Thompson & Thomas.
Thompson, J. T., L. N. Walter Co.
Vaughan, L. B., Bryant & Stratton.
Vogdes, R. H., White & Wyckoff.
Wells, L. H., Powers Mercantile Co.
Westbrook, L. B., Presbyterian Board.
Weyburn, Ralph, Barse & Hopkins.
Wilson, G. N., Geo. D. Sproul.

A CRITICISM OF THE AMERICAN BOOK.

"THE American book of to-day is first of all a novel. It has other forms, to be sure—poetry, essays, history, travels, works of science and art—but these do not meet the eye of the multitude. We may disregard them for a moment and, in reply to the question, What is the book of to-day? we may say: It is a one-volume novel, a rather clumsy duodecimo, with a showy cover adorned with a colored picture of the heroine. It is printed on thick paper of poor quality, with type too large for the page, and ugly margins equal all around. Its binding is weak, often good for only a dozen readings, though quite as lasting as the paper deserves. For merits it can usually offer clear type, black ink, and good presswork. But its great fault is that in addressing the buyer it appeals to the primitive instinct for bigness rather than to the higher sense that regards quality. Such is the book of to-day, emphatically what Franklin over a hundred years ago called a 'blown' book."—H. L. Cooper, Librarian of Brown University, in an article in *The Printing Art* for February, 1910.

OBITUARY NOTES.

HENRY A. HERR, formerly well known to the trade as the buyer for the Book and Stationery Department of Emery, Bird, Thayer Company, Kansas City, Mo., died on June 24 of tuberculosis, at the home of his parents, in St. Louis, Mo. Mr. Herr was a young man thirty-two years of age. He was highly esteemed in the publishing trade. He is survived by a wife, father and sister.

JOHN SCOTT FERRIER, of the firm of Oliphant, Anderson & Ferrier, the Edinburgh publishers, died June 23. He was for many years a bookseller at Elgin, Scotland, taking up publishing in 1880. Since these days the business of the firm has been largely extended by the publication of the principal works of Annie S. Swan, "John Strathesk," Robina F. Hardy, Dr. Alexander Whyte, the *Famous Scots Series*, and many others. Mr. Ferrier was a member of the National Bible Society of Scotland.

DWIGHT H. COOLEY, formerly cashier of the American News Company, died Wednesday evening, July 13, at his home, 25 Elm Street, Summit, N. J., after a brief illness. Mr. Cooley was 80 years of age, and retired from active business April 30, 1909, after having occupied the position of cashier of the American News Company for 43 years. He was born in Green County, New York, and early in life came to New York to begin his business career. Previous to his employment with the American News Company he filled for some years the positions of bookkeeper and paying teller at the People's Bank of New York. He resigned his position there to accept the one offered him in the News Company. In business he was recognized as a man of unusual ability and integrity. In social, civic and religious matters he was a leader among those who stood for that which was highest and best in his community. His domestic life was an unusually happy one. He is survived by his wife, two sons and three daughters.

HENRY DEXTER, founder and head of the American News Company, died at his home in New York City Monday at the age of ninety-seven. Apparently not over sixty, Mr. Dexter continued in active business till his death, scorning the use of glasses, and attending personally to the details of his many charities and institutional directorships. His gifts for philanthropic purposes totalled over \$1,000,000. He was born in West Cambridge, Mass., and educated at the public schools. Till 1836 he worked in various Cambridge and Boston publishing houses, and in 1842 took up permanently the magazine distribution business. In 1864 he organized the American News Co. In 1853 he had married Lucretia Marquand Perry. His later life was saddened by the still inexplicable murder of his only son. The younger man had an estate of about ten thousand acres in the heart of the Adirondacks. On September 19, 1903, he started to drive from his home, on Dexter Lake, to the post-office at Santa Clara. Within a few hundred feet of his stable he was

shot by some person concealed in the woods. Although the crime was committed in broad daylight, near inhabited dwellings, it has to this day remained a mystery. Since that time the punishment of his son's slayer had been the chief purpose in the life of the aged father. Mr. Dexter was a life member and director of the American Bible Society and of the American Tract Society; a life member and one of the founders of the Metropolitan Museum of Art; life fellow of the Geographical Society; life member and patron of the New York Historical Society, the Charity Organization Society, the New York Association for Improving the Condition of the Poor, a member of the American Museum of Natural History and of many other societies.

PERIODICAL NOTES.

THE *American Printer* celebrates its twenty-fifth anniversary this month in an imposing special issue, which is itself a fitting sample of American printing of to-day. The text of the issue is devoted to brief but authoritative reviews of the development of the various phases of printing and publishing during the quarter century past. "Composition" is treated by Robert Seaver, Will Bradley and Edmund G. Gress, with a "Retrospect" by Theodore De Vinne, all the articles illustrated with most interesting comparisons of the typography of the early eighties and that of to-day. "Type" is discussed by Henry Lewis Bullen and others; "Ink" by Sigmund Ullman and L. A. Ault; "Paper" by Eugene St. John. There are a number of fine comparative illustrations of magazine and book illustrations in black and color. "Engraving" is covered by S. H. Horgan; "Presswork" by Henry Lewis Bullen; and "Binding," by Robert T. Frailey and Arthur L. Ralston. "Newspaper Publishing," "Magazine Publishing" and "Book Publishing" are all given comment, the latter by Charles H. Cechrane.

PERSONAL NOTES.

THE new general manager of the *Opportunity Magazine*, of Spokane, Wash., is Leonard Darbyshire, who formerly published *Spare Moments*, of Rochester, N. Y.

W. C. LYON, president of the Brown & Lyon Co., Ltd., Honolulu, has sold his interest to E. Herrick Brown. Mr. Lyon will visit San Francisco and the East before settling down again. E. Herrick Brown, president and secretary of the Brown & Lyon Co., Ltd., expects to come East to buy this year. He will probably be at the St. Francis Hotel, San Francisco, August 1, and Palmer House, Chicago, August 10.

LITERARY AND TRADE NOTES.

THE MACMILLAN Co. has in preparation a new library edition of the works of Walter Pater, the celebrated English stylist, author and critic. This complete edition of his

works, in ten volumes, will be welcomed by all lovers of good literature.

ORSAMUS TURNER HARRIS had his name printed Erasmus in a note last week, for which we apologize; also, the price of the 9-volume Stevenson set should have been \$1.75 per volume, instead of \$1.60.

A NOVEL of Southern life which L. C. Page & Co. announce as just ready is Norval Richardson's "The Lead of Honor." The scene is laid in Natchez, Miss., about 1830, and the central figure is Sargent Everett, a young lawyer, in whom many will recognize a portrait of the Hon. Sargent Prentiss, the "silver-tongued orator" of the South.

LAIRD & LEE have a novel of other days, entitled "The Soul of a Serf," in which J. Breckenridge Ellis has written a dramatic story of love and valor, in which the heroine's horse "King-Bearer," plays a leading part. The illustrations by H. S. De Lay and the original design of the cover make the story attractive at first sight.

THE ALICE HARRIMAN COMPANY, Seattle and New York, have a growing list of books that many older firms would be glad to add to their lists. They have just ready "Trails Through Western Woods," a sympathetic treatment of Indian folk-lore by Helen Fitzgerald Sanders, which also reveals the beauties of Lake McDonald and Western Montana.

Two books illustrated by Arthur Rackham, the celebrated English artist, will be brought out in the fall by Cassell & Company. They are "The Greek Heroes," translated by Niebuhr, with additions; and "Stories of King Arthur," by A. L. Haydon. Each will have four colored plates and numerous other illustrations, and will be issued in an inexpensive edition.

A QUEER business in New York is the supplying of current foreign postage stamps to business houses which want to send foreign mail with stamped envelope for returning the answer. Of course Uncle Sam's 5-cent stamp is no good in New Zealand, Siam, upper Rhodesia or the Leeward Islands, but a stamp of any of these countries of the equivalent value may be had for seven cents by going to one of the shops that sell them.

THE Bureau of Science of the Government of the Philippine Islands publish a number of ethnological works of general interest. Among the titles are "The Bontoc Igorot," by A. E. Jenks; "The Negritos of Zambales," by Wm. Allen Reed; "The Bataks of Palawan," etc. They are all very fully illustrated from photographs, are sold bound or unbound, the Macmillan Co. being the local agents.

THE latest poser which a publisher's assistant had to solve was a request from a bookseller's collector for "Long Tom's Accordion." The collector would allow no doubt to be cast upon the correctness of the title, and contended again and again that he knew it was correct, as he had had several

copies before. "It is a little orange-colored book, price tuppence." The description gave the clue to the book that was wanted—a small volume entitled "L'Entente Cordiale"!

THE ABBEY COMPANY, of Chicago, announce that they have acquired from Paul Elder & Company all rights in *The Abbey Classics*. They will add to the series, in October, Whittier's "Snow-Bound," with a critical introduction by Walter Taylor Field. The Abbey Company also announce for autumn publication under the title "A German Christmas Eve" the Christmas episode from Heinrich Seidel's "Leberecht Hühnchen." The translation has been made by Miss Jane Hutchins White.

IN his consideration of standard editions of the classics, which he may do well to keep continually stocked up on, the bookseller should not forget the Oxford editions of poetry and prose classics. These are beautifully printed on fine white papers and the famous Oxford India papers, run from 300 to 1300 pages to the volume, are tastefully and strongly bound, and sell at remarkably reasonable prices of from 50 cents a volume up. They are handled by the American branch of the Oxford University Press.

THE encounter between Bernard Shaw and Tolstoi leaves one rather uncertain whose side to take. In sending to the Russian moralist a copy of his latest play, the British satirist wrote in the accompanying note, in reply to the other's complaint that he jested too much, the following: "Humor is a divine attribute, and, for all I know, maybe the universe is a joke of the gods. If that is so, don't you think it worth while to make it a good joke, not a bad one?" Tolstoi was then more shocked than ever. The poor man wants to take Shaw seriously.

THE chief obstacle to the reunion of Protestant Christendom, it is generally admitted, is an hypothesis that Episcopacy was the recognized government of the churches of Christ before the date AD. 150. The Westminster Press has just issued a book by the Rev. Robert Ellis Thompson, "The Historic Episcopate," in which the entire alleged evidence, both for and against this hypothesis, is presented, and its fallacy declared, the author being an ordained minister of the Presbyterian Church.

TWENTY-FIVE tons of iron and steel are ground into powder in the New York subway every month. This is one of the startling facts brought out in Hollis Godfrey's "The Health of the City" (Houghton Mifflin Co.). In every grain of this dust there are from 500,000 to 2,000,000 bacteria. This fact and many more of great importance in the fight against tuberculosis and other diseases are brought out in this valuable book. Some of the subjects treated are City Air, Water, Milk, Waste, Plumbing, Ice, Housing and Noise.

SUPREME COURT JUSTICE GIEGERICH last Saturday continued, pending litigation, the temporary injunction against the use of the title

"Chanticleir" by William Morris, the vaudeville producer. The injunction was obtained by Charles Frohman, Henry Hertz and Jean Coquelin. Justice Giegerich held that the case does not involve copyright, but that the use of the name "Chanticleir," which so closely resembles "Chantecler," constitutes an imposition on the public and unfair competition. The Morris production is a musical burlesque, and its producers claimed that it could not be mistaken for Rostand's serious drama.

ALICE AND CLAUDE ASKEW have a new novel, "The Rod of Justice," which has just been issued under Brentano's imprint. The scene is laid in South Africa, as was that of "The Shulamite," one of their most successful early stories. The heroine is a beautiful English girl who leaves her home to find a new one in the new land. She loves and is loved by a man whom she could not marry, and in the country of the Boers she bewitches a great-hearted farmer. Just as she has married the Boer her lover arrives, and then ensue a series of dramatic scenes over which tragedy hovers, but Ivory Crighton wrests her happiness from Fate in spite of seemingly unsurmountable obstacles. The publishers think this book is the author's masterpiece.

"If I had known you were going to ask me for literary plans," writes the author of "Pigs is Pigs" to his publishers, Doubleday, Page & Co., "I would have sat up nights planning a few plans to give you, but I am not much of a planner. My method of producing literature is more on the 'spur of the moment' order, and resembles a cat having a fit. A cat hardly ever plans out a fit very carefully. When it gets ready to have a fit it goes ahead and has it; sometimes it is a good fit, and sometimes it turns out to be a mere fizzle, and sometimes the cat thinks it is having one of the best fits it ever had, and then the fit critics say it is a mighty poor fit. I may have a lot of fits this summer, and I may not have any. That's the way it goes!"

AUGUST 11, the seventy-seventh anniversary of the birth of the late Robert G. Ingersoll, J. F. Taylor & Co., No. 18 East Seventeenth Street, New York, announce for issue "Ingersoll: a Biographical Appreciation," by Herman E. Kittredge, of Washington. This "Appreciation" will constitute the thirteenth and completing volume of the authorized *Dresden edition* of Ingersoll's works. It will also be issued as a separate volume. Having engaged its author's zealous and painstaking attention for the past six years, it will contain many biographical facts, letters, etc., hitherto unpublished. It is written from the viewpoint of one who, impartial in judgment, attempts to show what Ingersoll really was, and what he really stood for—his humanity; his genius and achievements as propagandist, lawyer, orator and prose-poet; his domestic, religious, political, and sociological doctrines, and the significance of his life-work.

ONE evening a few years ago Brander Matthews and Francis Wilson were dining together at the Players Club of New York,

when the former made the suggestion that they write a letter to Mark Twain. "But," objected Mr. Wilson, "we don't know where he is," for it was at a time when Mr. Clemens was away travelling somewhere. "Oh," said Professor Matthews, "that does not make any difference. It is sure to find him. I think he is some place in Europe, so we had better put on a five-cent stamp." So the two sat down and composed a letter which they addressed to:

MARK TWAIN,
GOD KNOWS WHERE.

Within three weeks, says the *Bookman*, which tells the tale, they received a reply from Mr. Clemens which said briefly: "He did." The letter had been sent by the New York post-office to Harper & Brothers; thence to Chatto & Windus of London; thence to a bank in Vienna, and from the bank to the small town in Austria in which Mark Twain happened to be staying.

AFTER considerable anthological neglect Scottish poetry seems to be coming into its own with a vengeance. Besides the "Complete Anthology of Scottish Poetry," edited by Dr. W. Macneile Dixon, which Meiklejohn & Holden have in preparation, T. Fisher Unwin has also in preparation an elaborate "Anthology of Scottish Verse." The editor is Sir George Douglas, author of "The New Border Tales," "Scottish Minor Poets," etc. His intention is to do for Scottish poetry what has already been done for English and for Irish poetry by the "Oxford Book of English Verse" and the "Dublin Book of Irish Verse," that is, to present within a single volume a synopsis of all that is best and most characteristic. Linguistic difficulties, which in many cases have been exaggerated, have so far operated to prevent the older Scottish poets becoming known (except to specialists) in England. These difficulties will, so far as possible, be smoothed away by glossarial means, and it is hoped that much exquisite Scottish verse will at length be allotted the high place from which it has so long been debarred in the estimation of the wider circle of English lovers of poetry.

E. P. DUTTON & COMPANY announce a new novel, "Clayhanger," by Arnold Bennett, author of "The Old Wives' Tale," etc., to be published during the summer. "Clayhanger" is the first of a trilogy of novels dealing with the "Five Towns." In "The Old Wives' Tale" Mr. Bennett described the old spirit of the central provinces of England. In this trilogy he will describe the breakdown of the old spirit by the new. The first novel relates the history of Edwin Clayhanger from the time of his leaving school to his marriage. It begins in the past and ends only when, after many trials and much suspense, the new ideals have definitely taken the place of the old. The hero is a master printer, and the son of a master printer, and for a long period he lives in servitude to his father, who justifies all tyranny by the well-known plea that upon his own decease the son will come into everything. Edwin's love affair is long, complicated and passionate, and he succeeds in marrying Hilda Lessways only after

the most distressing experiences, not the least of which is the decay and death of his father and all that his father represents. The interest of "Clayhanger" is chiefly masculine. The interest of the second novel, which deals with the career of Hilda Lessways from infancy to her marriage with Edwin, will be chiefly feminine. The third novel relates their life together, and in it will be presented a full picture of what the more enlightened kind of provincial existence is in England to-day.

SMALL, MAYNARD & COMPANY have five new volumes of widely differing appeal. In John Adams Thayer's "Astir, a Publisher's Life Story," the reader is shown how some of the largest publishing concerns of the country manage, at least, some of their affairs. As advertising manager of *The Ladies' Home Journal*, *The Delineator*, and one of the owners and up-builders of *Everybody's* Mr. Thayer's experience has been full and varied. "The Gossamer Thread," by Venita Seibert, tells of a small German American girl, full of quaint fancies and fairy lore, who understood "the Different World." Stephen Chalmers, author of "The Vanishing Smuggler," has a new book, "When Love Calls Men to Arms," which relates the adventures of a fascinatingly wilful girl, the daughter of a Scotch woman and a survivor of the Spanish Armada. This Mariposa manages to torment her devoted lover, Rorie McLean, and lead him into many adventures before she consents to marry him and "live happy ever after." "The Coming Religion," by the Rev. Charles F. Dole, emphasizes the central universal truths of religion and offers a gospel of hope, joy, work and progress. A book of travel which many tourists and stay-at-homes will enjoy as they follow Norma Bright Carson on her journey from Ireland to Scotland, England, Paris, Versailles and Fontainebleau is "From Irish Castle to French Chateaux," whose many illustrations by the author and others add much to its value and interest.

EARLY NOTES ON FALL BOOKS.

EARLY in the fall the Alice Harriman Company, of Seattle and New York, promise "The Master Road," a strongly dramatic Settlement novel by Mrs. Carlin Eastwood, one more of California's coming celebrities. This enterprising young firm have also secured a translation by Lafcadio Hearn of Gustave Flaubert's "The Temptation of St. Anthony," with a preface by Elizabeth Bisland explaining the great plan and purpose of the work on which the French master worked nearly thirty years. This translation was found among Lafcadio Hearn's manuscripts. Mrs. Alice Harriman's first long novel, "A Man of Two Countries," has been delayed by the illness of the artist who is illustrating it, but it will be out before the holidays.

ALFRED NOYES, the young English poet whose "Drake" and "The Enchanted Island" (Frederick A. Stokes Co.) have aroused great interest both in England and America, has written a verse drama which Sir Herbert Beerbohm Tree is to produce at His

Majesty's Theatre, in London, the latter part of this year. Sir Herbert is very enthusiastic about the new play and its possibilities, and intends to present it in America as well as in London. It is possible that Mr. Noyes will visit this country at the time of its presentation here.

BARSE & HOPKINS have several series of books that are sure to be popular in the coming holiday season. *The Golden Books* are chosen from the world's greatest writers, printed on rag paper, bound attractively and boxed, as are also the *Savoy Series* and the *Relyea Classics*. *Day to Day Series* consists of gift books containing best thoughts of Whittier, Longfellow, Stevenson, Tennyson, etc., a book devoted to each author. These authors also furnish material for *Birthday Books*. The titles of "Baby's Book" and "Holiday and Social Happenings" are self-explanatory of record books gotten up with a superior grade of paper offering good writing surface.

THE COLUMBIA UNIVERSITY PRESS has in preparation "Stage Decoration in France in the Middle Ages," by Dr. Donald C. Stuart; "Authorship of Timon of Athens," by Dr. Ernest H. Wright; "The Relations of Leigh Hunt with Byron, Shelley and Keats," by Miss Barnette Miller, on what intimate terms Leigh Hunt was with the great contemporaries whose fame has overshadowed his own; "English Tragi-comedy," by Dr. Frank H. Ristine, tracing the development of this type of play in the English theatre; and "The Humane Movement," the first series of lectures delivered on the Henry Bergh Foundation by Dr. Roswell C. McCrea, who for the first time considers the rise of modern interest in the sufferings of dumb animals.

PRELIMINARY announcement is made by Cassell & Company that they will publish in the early fall the English translation of the travel book written by Adolphus Frederick, Duke of Mecklenburg, as the result of the Duke's recent expedition into the very heart of Africa. In his party were many famous hunters and noted scientists, and important scientific discoveries were made. The sale and success of the book in Germany have been enormous, both because of the scientific interest in the expedition and the Duke's great popularity on the Continent. By many he is considered the foremost sportsman in the Kaiser's dominions. In view of the current interest in African exploration the publishers anticipate a heavy demand for the English translation in both America and England.

E. P. DUTTON & Co. announce for fall publication a work of peculiar interest to American readers, "The Buccaneers in the West Indies in the Seventeenth Century," by C. H. Haring, the first really complete and critical account of these privateers who preyed on Spanish commerce and sacked Spanish towns along the shores of the Caribbean. The Spanish system of treasure-fleets is described, and a brief sketch of the English and French free booters of the sixteenth century, who

set the example for their more illustrious successors of the seventeenth, is included. The most brilliant of the buccaneering exploits are adequately treated, and the policy of the English and French governments towards the buccaneers, as well as the effect of that policy on the West Indies colonies, is thoroughly discussed. For facts and descriptions the author has not only availed himself fully of the well-known books of Esquemeling and Dutertre, but has made a special study of, and quoted largely from, the documents in the Public Record Office in London and Spanish colonial reports preserved in London and Paris, never before consulted for this purpose.

G. P. PUTNAM'S SONS make announcement of a number of books, promising both from the readers' and booksellers' points of view. Florence Barclay, whose "The Rosary" has had such a marked success, has just completed a new novel, "The Mistress of Shenson," which will be published this fall, and is said to be even more powerful than her previous story. Also for fall publication by this house are "The Sword in the Mountains," by Alice MacGowan, a story of the loyal Kentucky mountaineers during the Civil War; a new volume, the seventh, of "Shelburne Essays," by Paul Elmer More, all devoted to nineteenth century literary subjects; an autobiography of Princess Caroline Murat, edited by Robert Leighton, and entitled "My Memoirs," gives an intimate picture of the court of Napoleon III. by a member of the imperial family; two volumes of posthumous essays by Henry Demarest Lloyd, "Mazzini and Other Essays" and "Lords of Industry," "Criminal Man," according to the classification of Cesare Lombroso, and edited by his daughter, Gino Lombroso Ferrero; "The Wilderness Trail," by Charles A. Hanna, gives much information regarding the Pennsylvania traders on the Allegheny Path and the Indian tribes with whom they came in contact. One juvenile appears among these announcements, "The Chicken World," by E. Boyd Smith, in which there are 26 full-page colored illustrations.

STURGIS & WALTON Co. announce that they will publish next autumn a book to be entitled "Famous Imposters." It is being written by Bram Stoker, the well-known novelist and biographer of Sir Henry Irving. Mr. Stoker will present various types of swindlers, pretenders and humbugs of international reputation. The book promises to be a very diverting and dramatic study in human gullibility. They will publish at the same time a history of the late King Leopold. It will be entitled "Leopold II., King of the Belgians." The author is Angelo S. Rappoport, Ph.D., who wrote "The Curse of the Romanoffs" and "Royal Lovers and Mistresses." The author aims to present a true picture of the late king, not ignoring his transgressions and yet doing justice to his really remarkable executive ability. The book will contain a photogravure portrait and about sixteen other illustrations. They also announce a book entitled "The Suffragette," by Miss E.

Sylvia Pankhurst. The author of this book, which is to be in a manner the official history of the English equal suffrage movement, is a daughter of Mrs. Pankhurst, the founder and honorable secretary of the Women's Social and Political Union. Mrs. Pankhurst, who will provide an introduction for the book, is recognized as one of the great woman suffrage leaders of the world, and Miss Sylvia Pankhurst has herself played an important part in the English campaign. The book is to be a dramatic personal narrative, and will be fully illustrated from portraits of prominent suffragists and photographs of episodes that now have a place in contemporary history.

BUSINESS NOTES.

ALBANY, N. Y.—John S. Murray, who was associated for seven years with A. H. Clapp, has started in business for himself at 88 Maiden Lane.

PICK-UPS.

A DAY WITH EDITOR ROOSEVELT.

"THE Colonel popped out of his editorial office late in the afternoon, his collar wilted with perspiration and his face red from the heat." Thus does an observant New York reporter describe Mr. Roosevelt's personal appearance at the end of a day as a real indoor contributing editor of the *Outlook*.

The heat was rather bad in New York last Thursday, from all accounts. But so many things are likely to occur to a contributing editor which are provocative of perspiration and an inflamed visage that it is really unsafe to ascribe them wholly to the heat.

Perhaps Mr. Roosevelt had just learned that his corking article on, say "Race Suicide in Giraffe Land," which he was expecting to explode in the forthcoming issue of the *Outlook*, would have to be held over to make room for one of Dr. Lyman Abbott's "Vesper Sermons" or a meditation on "Gray's Elegy" by Dr. Hamilton W. Mabie. Such delays in publication are not unusual and they are generally quite irritating.

Or, perhaps, only a few moments before he had picked up the proof of a little short-arm jab at socialism that had particularly pleased him in the writing, to find that most of the "nots" had been omitted by the intelligent compositor, and that instead of being an attack it was as beautiful a eulogy of socialism as any socialist could wish. That would certainly account for some perspiration.

It may even be that Dr. Lyman Abbott had just used the privilege of an editor-in-chief to cut one of Mr. Roosevelt's editorials to half its original size, at the same time eliminating whole paragraphs of red-hot stuff. Editors-in-chief do those things sometimes—do them ignorantly, maliciously and inexcusably, as any bright young man on the editorial staff of a newspaper will testify. And the natural irritation due to such ill-advised interference quite frequently causes the victim to assume violent language and a heated visage.

Again, Dr. Hamilton W. Mabie, the honey-dripping purveyor of the smooth and flowing style, may have asserted his authority to the extent of inserting a molycoddle sentence at the end of one of Mr. Roosevelt's riproaring efforts—thus ruining a whole general effect.

That, if anything, would certainly explain any amount of perspiration in the face of the new contributing editor. After one had written an article that was a veritable series of virtuous detonations, what would be more maddening than to have a sweet, lace-trimmed little tart of Mabie rhetoric tied to the tail end of it? Nothing. We know—we have been there and we state unhesitatingly, nothing.

These conjectures are offered to give the public an idea of some of the difficulties which a new contributing editor to even a rich and racy periodical like the *Outlook* may be called on to encounter. Of course if a man is the main editor, he is in a much more comfortable position. But contributing editors—particularly those with ethical and literary yardsticks like Drs. Abbott and Mabie over them—have to mind their "p's" and "q's."

It is to be hoped, however, that Dr. Lyman Abbott and Dr. Hamilton W. Mabie will not be too hard on Mr. Roosevelt at first. He has done a good deal of writing and has unquestionably a real talent in the writing line. If they will only encourage him and not cramp his talents or take liberties with his good stuff, he will no doubt be able in time to write the whole *Outlook* with one hand any week day they may desire to go away and leave him in charge.—*Chicago Inter-Ocean*.

BIBLIOGRAPHIC NOTES.

CATALOGUES OF NEW AND SECOND-HAND BOOKS.

P. M. Barnard, 85 Bridge St., Manchester, England, French history and literature. (No. 9, 463 titles.)

Andrew Baxendine, 15 Chambers St., Edinburgh, Miscellaneous and theological books. (No. 119, 1248 titles.)

F. A. Brockhaus, Querstrasse 16, Leipzig, Germany, Monthly list, encyclopædias, theology, educational, political, military sciences, medicine, etc. (No. 5, 402 titles.)

Henry Gray, Acton, London, British history, Americana and local prints. (32 p. 8°.)

Karl W. Hiersemann, 29 Königstrasse, Leipzig, Germany, Collection of books on Mexico and Maximilian: history, geography, ethnology, language. (12°, 609 titles.)

Charles Higham & Son, 27a Farringdon St., London, E.C., Miscellaneous theological literature. (No. 490, 2794 titles.)

Walter M. Hill, 31 Washington St., Chicago, Ill., Miscellaneous books. (No. 31, 34 p. 8°.)

Paul Hunter, 13 Arcade, Nashville, Tenn., Translations of the classics, children's books and southern books. (8 p. 4°.)

Hunting Co., Inc., Springfield, Mass., Books on history, biography, science, art, travel, religion, etc. (20 p. 8°.)

Charles E. Lauriat Co., 385 Washington St., Boston, Mass., Books from private libraries. (V. 6. No. 1, 73 titles.)

G. Lemallier, 25 Rue Le Chateaudun, Catalogue mensuel (Jullet). (No. 223, 655 lots.)

G. Lemallier, 25 Rue de Chateaudun, Paris, Le Correspondant, Miscellaneous books. (No. 221, 611 titles.)

Liberia Antiquaria Internazionale, 9 Via Crescenzio, Rome, Antiquarian books. (No. 6, 289 titles.)

C. F. Liebeck, 442 E. 67th St., Chicago, Ill., Books on Americana, drama, Civil War, etc. (No. 9, 469 titles.)

Frederick Loeser & Co., Brooklyn, N. Y., Natural history, agriculture and kindred subjects. (No. 24, 1153 titles.)

Luzac & Co., 46 Great Russell St., London, Luzac's Oriental List. (Vol. 21, Nos. 3, 4, 42 p. 12°); Index to Vol. 20, Oriental List, January-December (20 p.); Chinese language and literature. (Special list, No. 9, 416 titles.)

Macoy Publishing & Masonic Company, 45-49 John St., New York City, Books, masonic and kindred subjects. (32 p.)

Maggs Brothers, 109 Strand, London, Autograph letters and signed documents. (No. 258, 982 titles); Old time literature, pt. 1. (No. 257, 749 titles.)

Henry Malkan, 42 Broadway and 55 New St., New York City, Miscellaneous books. (No. 42, 698 titles.)

B. & J. F. Meehan, 32 Gay St., Bath, England, Ancient and modern rare, valuable and useful books. (No. 67, 883 titles.)

Moroney's Book Store, 746 W. 5th St., Cincinnati, O., Rare books, first editions, fine bindings, Roycroft publications, and complete sets of magazines. (30 p. 16°.)

C. C. Morse & Co., 69 Merrimack St., Haverhill, Mass., Books relating to Christian Science. (14 titles.)

Museum Book Store, 45 Museum St., London, W.C., Catalog of labor literature. (No. 33, 803 titles.)

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Ferdinand Schöningh, Osnabrück, Germany, German literature before the Reformation, language, grammar, readers, rhetoric, etc. (No. 111, 3365 titles.)

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W. Abbott, 141 E. 25th St., N. Y.
Any of Fanny Kemble's.
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Alison's Old Book Shoppe, 805 Poydras St.,
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Gerald Gray's Wife, Anonymous.

Busy Moments of an Idle Woman, Anonymous.

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Francis P. & Lathrop C. Harper, 437 Fifth Ave., N. Y.

Herrick Genealogy. Columbus, Ohio, 1885.

Norman W. Henley Pub. Co., 132 Nassau St., N. Y.

Appleton's Encyclopedia of Applied Mechanics, vols. 1 and 2.

Hirschfeld Bros., Lim., 13 Furnival St., Holborn, London, E. C., Eng.

Transactions of the American Orthopedic Assoc., vols. 4 and 5.

The Hub Magazine Co., 110 Tremont St., Boston.

Arena, Jan., 1904.

Review of Reviews, Aug., 1891.

St. Nicholas, Nov., Dec., 1873, or vol. 1 complete; Dec., 1900.

Technical World, April, 1904. 50 c.

Paul Hunter, Nashville, Tenn. [Cash.]

Elliott's Debates on the Constitution.

Jowett's Dialogues, 4 vols. Scribner.

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Illinois Book Exchange, 407 Lakeside Building, Chicago, Ill.

Select Essays on Anglo-American Legal History.

Vol. 5 of Schoolcraft's Indians, Lippincott's ed.

Mary Baker Eddy, 10th ed., vol. 1. 1884.

G. A. Jackson, 8 Pemberton Square, Boston, Mass.

Harvard Law Reviews, odd nos.

Vermont Supreme Court Reports.

Mass. Session Laws, early.

Campbell, Chief Justices, 4 vols.

McClain's Lectures on Constitution.

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 Fehrenbach, J. A., Library of Steam Engineering Cincinnati O., Ohio Valley Co., 1895.
Library of Congress, Washington, D. C.
 Female Union Benevolent Society of Washington City, Proceedings of the, Annual Meeting, 1st-5th, 1839-'43; 7th-10th, 1845-date.
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 Beechy, Narrative of Voyage to Pacific, 2 vols. 1831.
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 American Journal of Dental Science, set.
 American Eccles. Review, Jan., Feb., 1897.
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 New England Magazine for May, 1835.
 Schoolcraft's Adventures in the Ozark.
 Poet Lore, for 1897, comp.; no. 3, 1897.
 Fitzgerald's translation of Calderon.
 Dougall, What Necessity Knows.
 Dorothy Marvin.
 Murdock, Persecution of the Latter-Day Saints. 1852.
 Chase, Recollections of the Past.
 Whig Almanacs, 1839-'43.
 Letters of Dr. Richard Hill. Phila., 1854.
 Chapman, Franklin's Oath. 1886.
 Moore, Literature at Nurse.
 Bucke, Walt Whitman, English ed., of 255 pages.
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 U. S. Navy Register for 1814, '23, and Feb. 1, '87.

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 Mazzuchelli, Memoire Istoriche. Milan, 1844.
 Goldwin Smith, Riddle of Existence.
 N. F. Morrison, 314 W. Jersey St., Elizabeth, N. J.
 Savage's Genealogical Dictionary, vol. 1.
 Peck Genealogy, 1868.
 Daly's Woodbridge, N. J.
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 Lemonnier's Rops, l'Homme et l'Artiste.
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 U. S. Bureau of Ethnology, vol. 2.
 Narratives of the Career of De Soto, 2 vols. 1905.
 Simms, W. G., Beauchampe.
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 D. L. Passavant, Zellenople, Pa.
 McKnight, Old Ford Duquesne, Tauchnitz ed.
 Gale, Amateur Pewter Collector.
 Benade, Lincoln Funeral Sermon. Pgh., 1865.
 Proud's History of Pa., vol. 1, or Lawson Portrait.
 Philadelphia Book Co., 17 S. 9th St., Phila., Pa.
 Foster's Evaporation by the Multiple System.
 Presbyterian Board of Pub., Nashville, Tenn.
 North Carolina Sketches, C. M. Carter.
 C. J. Price, 1126 Walnut St., Phila., Pa.
 Pearson's Mag., English ed., Aug., Sept., Oct., 1900; Feb., March, April, Aug., Dec., '01; March, '02; Sept., Dec., '03; Aug., '05; Jan., Feb., March, April, May, June, '07.
 Federal Reporter and Digest, 177 vols., 8vo. Pub. in St. Paul, Minn.
 Madame De Hausset Memoirs, 8vo.
 His Excellency—Eugene Rougon, Vizetelly, illus. ed. of Zola's Novels, crown 8vo, cl.
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 Knox, T. W., How to Travel. Putnam. 1880.
 Knox, T. W., Pocket Guide for Europe. Putnam. 1888.
 Powell's Nullification and Secession.
 J. T. Reilly Pub. Co., 410 Mutual Life Bldg., Phila., Pa.
 Tippler's Vow, Fairchild, large paper. Crosscup & Sterling, 1900.
 John Bioren Press Books, Phila., 1794-1824, except Shakespeare.
 Whims (dramatic magazine), 12 parts or more. John Bioren, Phila., 1798.
 Bibliography early Phila. press books.
 M. Reynolds, 220 S. Broadway, Los Angeles, Cal.
 Plays and Players, Laurence Hutton.
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 S. C. Foster's Biography, Songs, Etc. Pittsburgh, Pa.
 Harris, Bibliotheca Am. Vetustissima. 1866.
 St. Paul Book and Stationery Co., St. Paul, Minn.
 Acetylene, V. B. Lewis, 1900 ed.
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 Gazetteer State N. Y., 1813, '24.
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 Weird Women. Paris, Carrington, 1900.
 Carrington's Editions in French.
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 Lincoln, Sermons on.
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 Poe's Tales, vol. 1. 1840.
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Smith's Book Store, 805 N. Howard St., Baltimore, Md.

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 List, Outlines of Amer. Politics. 1827.
 Richards, Aluminum, 3d ed. 1896.
 16th Report of the Bureau of Statistics of Labor of Massachusetts. Boston, 1875.
 Magazine of Amer. History, vol. 29, no. 3; vol. 30, no. 4, to end of vol. 30.
 Woolsey, Divorce and Divorce Legislation in the U. S. 1882.

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Say, American Conchology. New Harmony, 1830.
Hist. Magazine and Notes and Queries, 3d Series,
vol. 3.

Typographical Lib'y and Museum, 300 Communi-
paw Ave., Jersey City, N. J.

McKim's Canadian Newspaper Directory, vol. 1.
American Pressman (Periodical), vol. 2.
Cincinnati Type Foundry Specimens, prior to 1844.

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Flatlands, by A. Square.
Pacific Medical Journal, Jan., 1906.
Dr. Mary Walker, Unmasked, or the Science of
Immortality.
Parvin, Hygiene of the Sexual Functions.

John Wanamaker, New York.

John Ermine of the Yellowstone, Remington. Pub.
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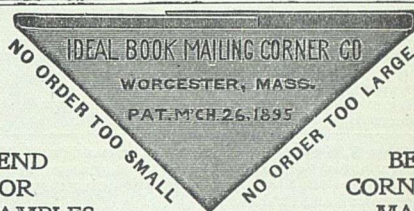
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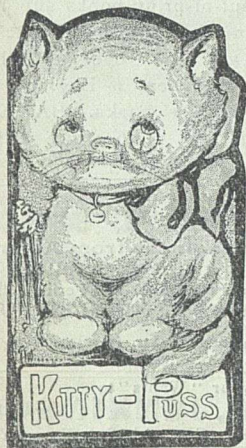
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